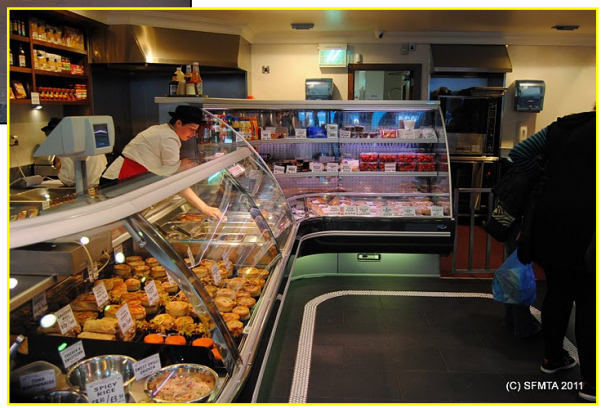
Formula – one for Ferry too

Scott Brothers, butchers, poulterers and delicatessen, have been serving Dundee and the surrounding area for nearly 80 years. They have created a winning formula — locally sourced produce, knowledgeable and friendly staff and a commitment to the finest quality — that has never wavered.



The business was founded in 1935 by the grandfather of the current owners, George and Scott Jarron, and developed into three sites in Dundee and Broughty Ferry attracting customers from all over Tayside, Perthshire and Fife.

One of the best tips in business development is to find a successful recipe for success and then replicate it as much as you can. They re-sited in Dundee City Centre last year, fitting out a new shop in the Nethergate with a great reaction. Now after 25 years in the same premises, they have re-located their Broughty Ferry shop as well and the Nethergate shop now has a twin brother.

George and Scott had their eye on the shop vacated by Victoria Wines and having pursued a deal on the premises finally secured that in December 2010.

Although just along the same side of the street from the original shop, it had better parking and was in close proximity to good crowd pullers – Boots and Tesco Express. The refit was the responsibility of Watco and work commenced in April, finishing in time for the shop to open on Monday 6th June. Staff and stock merely moved along Brook Street and the transition was seamless.

It is virtually the same shape and size as the city centre shop except the behind the scenes areas are all on one level. The display cabinets and back drops are a replica but the newest Scott Brothers also has a self service unit where customers can select items such as ready meals, pies and other ready to "pick up" goods.

Although the design is virtually the same, the new Scott Brothers shop has improved on the use of space. There have been some subtle changes in lighting based on their Nethergate experience and the Ferry shop is definitely brighter. There is an illusion of more space and the shop definitely stands out as you pass along the one way street.

Since the move customer count has been up with Monday to Thursday trade showing the greatest growth. Customers who were initially curious to see the new shop appear to be returning regularly and other increases are undoubtedly as a result of customers being able to see the product range better. The shop layout invites customers to browse around the shop without feeling under any pressure.

Hot food is given more prominence and is available from early morning and through lunchtime. It attracts different clientele including school children who are given an early introduction to shopping at a butcher when they come in for their burger rolls or chicken curry.

The ready to eat offering includes baked potatoes, pies, hot and cold filled rolls as well as freshly barbecued chickens. Tea and coffee compliment these. There are four staff on the ready to eat side, and three butchers and one trainee on the fresh meat side but all staff are capable of working on either counter as required.

The back shop purposely does not have much preparation space so that all the staff are all out front to meet customers. There is a raw meat chill, separate ready to eat chill, freezer, staff facilities and a ready to eat prep area that is strategically positioned to be visible from the front door. This demonstrates to the customer total confidence in food safety. George says that their modern shop "ticks all the boxes" when it comes to state of the industry standards to avoid cross contamination.

Surrounded by some of the finest farming land in Scotland, Scott Brothers select from the best traditionally reared livestock available. The majority of their beef is bred by Ian Sim at Kincraig Farm, Brechin, and pork is reared by Mark and Guthrie Batchelor at Hatton Farm, Carnoustie. Lambs are sourced through Forfar Mart and are selected from farms throughout Angus.

It is their beef for which they are most renowned. Carefully selected from local farms, the low carbon footprint is maintained by using St Andrews abattoir and the beef is matured on the bone for up to 21 days, to give a flavour and tenderness second to none!

Their premises at 206 Strathmartine Road, Dundee is the main producer of all of their products. Housing the Head Office, Boning Plant, Bakery, Kitchen and Retail Shop; These premises control all the processes that they need to provide the great variety of products that their shops stock.

Scott Brothers employ over 70 members of staff. They are knowledgeable, skilled and very much the heart of the business. Good service is a strong ethic; employing people with the right attitude towards food production and customer service. Continual staff development is also core to the philosophy, epitomised by their apprenticeship programme that represents about 10% of their staff members.

The new shop certainly has all the features to attract business but George and Scott also have an aggressive promotional programme to ensure that they are always in front of their customer minds. They admit it's hard to evaluate its success but they are regular users of The Courier and local radio stations – Tay and Wave 102. Flick magazine is just one example of others keen to write about this impressive business but satisfied customers are possibly the best confirmation that the formula is a winning one at Scott Brothers.