

DALZIEL

Prime Cuts

Cutting prices to the bone for retail butchers everywhere! • Issue 1 April 2007

IT'S GOOD NEWS ALL THE WAY THIS SPRING WITH DALZIEL

I am delighted to welcome you to the first issue of our new bi-monthly promotional bulletin detailing the sensational promotional offers exclusively available from Dalziel on the best products a butcher can buy!

All the products in this and future issues come with the Dalziel stamp of approval as being what we believe to be the 'best in breed' in their respective categories - the criteria that distinguishes every product featured in our recently launched Selected Ranges brochure.

To celebrate the launch of this brochure and to get

our promotional bulletin series off to a flying start, we've come up with some spectacular offers in partnership with three of our most important best selling brands - Lucas, Verstegen and Oris - as well as other unmissable discount deals on counter bags and wrappings, cutlery, clothing and the Insect-O-Cutor range of fly killers.

There'll be more offers like these coming your way in the months ahead ... so watch this space!

P.S. To ensure entry into the free prize draw and accuracy of your order please quote the relevant promotional number when making your order.



Sandy Dalziel, Chairman

PROMO
1

EVERYONE'S A WINNER WITH

The natural choice for quality and consistency all the year round



4 MAINCA FILLING
MACHINES TO BE

WON!

NATIONALLY

EACH WORTH
£2500



FREE PRIZE DRAW!

Experience the consistency of Oris and benefit from one automatic entry into our free prize draw with every purchase of 10 bundles.

Whether your name comes out of the hat or not you'll always be a winner with Oris!

- Avoid seasonal variation with top quality casings direct from the rich, high grasslands of Australia and New Zealand
- Consistent calibration
- Excellent tensile strength
- Totally reliable results time after time

Sponsored in conjunction with



For automatic entry into the free prize draw simply request Promo 1 when ordering your Oris casings.

- Four Mainca fillers to be won nationwide
- Special promotion closes at the end of May.

No purchase necessary. Write to Dalziel at: 8 Belgowan Street, Bellshill Industrial Estate Bellshill, Lanarkshire ML4 3NS - for entry details

Contact your local **Dalziel** representative for information.

SPECIAL PROMOTION LAUNCH VERSTEGEN PRODUCTS AND GET



BUY ANY 4 LUCAS PRODUCTS
AND GET A MASSIVE

**30%
OFF**

PROMO
2

LIST PRICE

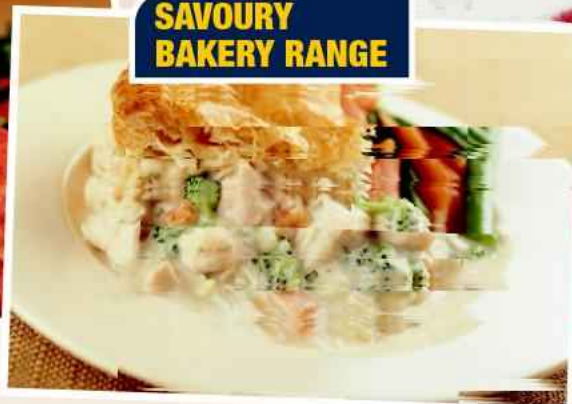
Thanks to our very special relationship with Lucas in the distribution of their market leading products that we are now able to offer a massive 30% discount when you buy any 4 Lucas products from our Selected Ranges Product List.

Valid throughout the April to May promotional period, this unbeatable offer only applies to originally branded Lucas products featured in the Selected Ranges Product List – so make sure you don't miss out on this unique opportunity to buy the best for less with Lucas!

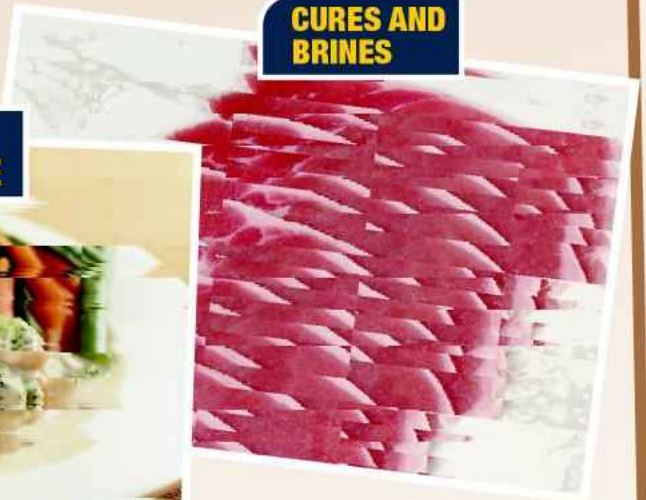
**COMPLETE
SAUSAGE MIXES**



**SAVOURY
BAKERY RANGE**



**CURES AND
BRINES**



**SAUSAGE
SEASONINGS**



STUFFINGS



**BURGER MIXES
AND SEASONINGS**



Contact your local **Dalziel** representative for information.

**OFFER – BUY ANY 4 LUCAS OR
A MASSIVE 30% OFF LIST PRICE.**

PROMO
3

DISCOVER THE VERSTEGEN
RECIPE FOR SUCCESS
WITH THIS MOUTH WATERING OFFER!

No butcher these days can afford to ignore changing times and the ever increasing customer demand for oven ready meals. That's why more and more butchers across the country are beating the supermarkets at their own game by diversifying into such value added products to bring a taste of variety to their traditional recipes – and there's no better time to join them than now with this sensational offer on Verstegen marinades and sauces.

From wet and dry marinades to liquid sauces, the Verstegen range makes it easy to spice up your display counter with exciting recipe ideas such as...

Navarin of Lamb Casserole
Italian Meatballs
Bombay Beef

Spanish Harbour Pork Loin Steaks
Sweet Chilli Chicken
Lemon and Coriander Chicken Fillets

...and many, many more.

Verstegen recipe sheets can be obtained from your local Dalziel representative, or directly from Jim Fox or Jackie Bettley by calling our Central Recipe number 01698 749 595. Alternatively, you can email your request to recipes@dalziel.co.uk.

With 30% off when you buy any 4 products from this superb range of sauces and marinades, it's time to cook up some tasty extra profit with Verstegen from Dalziel!



BUY ANY 4 VERSTEGEN PRODUCTS
AND GET A MASSIVE
30% OFF
LIST PRICE





DALZIEL

SELECTED SPECIALS!

PROMO 4

BAG YOURSELF A BARGAIN!

15% OFF

On Every £100 Order of Counter Bags and Wrappings

With so many inferior products on the market, it's good to know you can always rely on the exceptional quality of the Dalziel range of HD Bags, HT bags, HD sheets and carrier bags for the strength, reliability, easy dispensability and guaranteed batch quantity you're looking for in these essential necessities for your business.

And if you order now, you can benefit from a special promotional discount of 15% when you buy any selection from this range in full case lots to a value of £100 or more!

Use this opportunity to use our innovation new wrap – **Dalwrap** – guaranteed not to stick and ideal for wrapping every kind of meat product. **So don't delay – bag a bargain with Dalziel today.**



GET GEARED UP FOR A FLY-FREE SUMMER

SAVE UP TO **40%** ON INSECT-O-CUTOR FLY KILLERS NOW!

For a limited period only, now's the time to make fantastic savings on the full range of Insect-O-Cutor Focus, Select and Industrial insect control units including **EnviroZap** – the smallest ever Insect-O-Cutor fly killer now available from Dalziel at the smallest ever price of just **£39.95!**

Ask your local Dalziel representative for full details on these unrepeatable offers and get your shop protected against summer nasties before it's too late!!

PROMO 5



LET'S CUT A DEAL!

PROMO 6

VICTORINOX

For knives you can always trust to be a cut above the rest, there can be no better choice than Victorinox – the name behind the famous Swiss Army Knife.

Buy 6 Victorinox utensils in any combination of boning knives, steak knives and cleavers and get a cutting edge discount of 15% off list price.



SPRING CLOTHING

PROMO 7

SALE!

Save £20 when you buy 6 White Polycotton Coats at our special offer price of just **£49.99!**



Contact your local **Dalziel** representative for information.