



Prime Cuts

Cutting prices to the bone for retail butchers everywhere! • Issue 12 January 2010

DALZIEL

BURNSNIGHT 25TH JANUARY


NAE BETTER TIME FOR A TASTE OF SCOTLAND



ALSO IN THIS ISSUE
Sausage display competition winners
National Butchers Week preview
Sensational offers on counter bags and twine

Great Step-by-Step recipes for Haggis and Black Pudding inside PLUS your FREE promotional poster

All offers valid 4th January to 26th February 2010

	Aberdeen - 01224 723 550	Bellshill - 01698 749 595	Newcastle - 0191 496 2680	Chorley - 01257 226 000
	Stockport - 0161 406 7272	Leeds - 01977 605 590	Birmingham - 01384 573 197	Nottingham - 0115 950 4084
DALZIEL	Haverhill - 01440 710 060	Newbury - 01635 265 160	Newport - 01633 898 150	Ashford - 01233 822 184

Contact your local Dalziel representative for more information

Have a fling with our **BURNS NIGHT SPECIAL!**

Ask anyone for three words to conjure up an image of Scotland and you might well get Burns, haggis and whisky! All three come together in the traditional Burns Supper enjoyed by Scots everywhere on the night of 25th January ... so what better excuse could there be to introduce butchers across the UK to the delights of the 'great chieftain o' the puddin' race' with this **Step-by-Step Guide** to making the perfect haggis.

Danny Upson says...

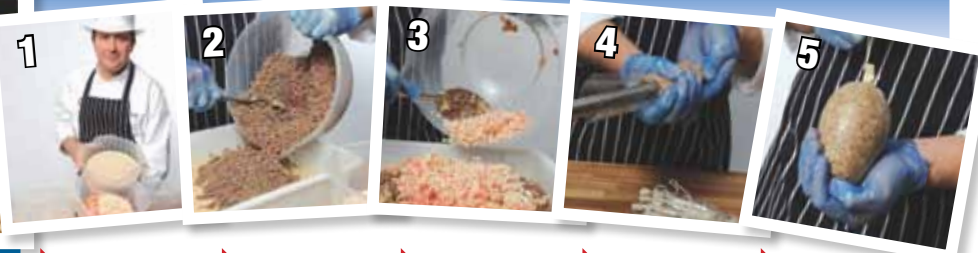
"The essential Burns Supper meal of haggis, neeps and tatties (that's mashed swede and potatoes to the rest of you) is an absolutely delicious dish bursting with spicy flavours made all the more tantalisingly tasty with the addition of a few drops of Scotch whisky!
It's easy to make and your customers will love it ... so why not give it a try?"

STEP BY STEP



What you'll need...

TRADITIONAL HAGGIS RECIPE STEP-BY-STEP



	Kg	%
Lamb lobes (lungs)	2.7	31
Lamb/beef liver	0.6	7
Beef fat	0.8	8
Lamb fat	0.4	4
Stock/hot water	2.0	22
Watsons Haggis Mix	2.5	28
Total	9.0	100

Step 1

Weigh all the ingredients. Then cook the lamb lobes and liver in water. Once cooked, fully drain and add hot stock to haggis mix to form a paste.

Step 2

Mince the cooked offal (lobes and liver) through a 4.5mm plate and then mix into haggis paste and blend thoroughly.

Step 3

Mince all the fats through a 4.5mm plate and then add to haggis mix and mix well.

Step 4

Fill into artificial or natural bungs and tie off into suitable portions.

Step 5

Water or steam cook at 80°C to an internal temperature of 72°C. Cool fully in water. Your traditional haggis is now ready for sale. Delicious!

Costing guide – Traditional Haggis

Ingredients	Weight (KG)	Cost
Lamb Lobes (lungs)	2.748	£2.75
Lamb/Beef Liver	0.645	£1.43
Beef Fat	0.760	91p
Lamb Fat	0.374	37p
Stock/hot Water	1.980	
Watsons Haggis Mix	2.493	£6.06
20 Artificial Bungs 1lb fill	17p each	£3.40
Total	9.00 Kg	£14.92

Suggesting Selling Price per Haggis: £1.99

Cost per Haggis: (454g) - 70p

Profit per Haggis £1.24

"Here's a tip ... arrange sliced black pudding around your haggis display to tempt your customers with a visual feast of authentic Scottish fare at it's traditional best!"

You don't have to be Scottish to love haggis!

Haggis is fast becoming a popular dish across the whole of the UK ... and for proof in the pudding of just how profitable making and selling haggis can be, look no further than butchers John and Chris Brown of the Lancashire Haggis Company. They've been making haggis for over 15 years and demand has never been higher – especially between December and January when they traditionally make over 10,000lbs!



THE MORE YOU MAKE, THE MORE YOU'LL SELL!

BLACK PUDDING 'SCOTTISH STYLE'

STEP BY STEP

Step-by-Step Recipe Guide



What you'll need...



	Kg	%
Minced pork back fat	1.1	12.5
Imperial Black Pudding Mix	2.5	27.5
Cold water	5.4	60.0
Total	9	100

Step 1

Add water to the black pudding mix and add minced pork. Mix thoroughly until hydrated and it begins to thicken.

Step 2

Fill into casings and allow time to thicken, leaving overnight for best results.

Step 3

Water or steam cook at 80°C to an internal temperature of 72°C, then cool and store in the fridge. Your black pudding is now ready to slice and sell.

Costing guide – Traditional Scottish Black Pudding

Ingredients	Weight (KG)	Cost
Minced Pork/Beef Fat	1.125	£1.13
Imperial Black Pudding Mix	2.475	£8.12
Water	5.400	
7 Printed Casings 3lb fill		£2.22
Total	9.000kg	£11.47

Black pudding

Suggested selling price: £3.20 per kilo

Cost per kilo: £1.27

Profit per kilo: £1.93

And the winners are...

Our sausage display competition for British Sausage Week certainly caught the imagination of Dalziel customers everywhere with entries flooding in from all parts of the UK. The standard was incredibly high, giving judges Keith Fisher and John Holden from BPEX a tough task in picking the winners. **So a big thank you to everyone who took part ... and well done all!**

Champion - Knitsley Farm Shop, Co. Durham
First Reserve - James Rae & Son, Scotland
Second Reserve - Macfarlanes Butchers, Barnard Castle

Not forgetting our runners-up...

- Blackwell Butchers, Norton
- Sumbler Bros Ltd, Marlborough
- A Tuner & Son, Aldershot
- L J Smith Butchers, Eastleigh

First Reserve

Second Reserve

Watch out for our special National Butchers Week issue coming soon!

We're busy putting together a very special issue of Prime Cuts to help you make the most of National Butchers Week 15th-20th March 2010 with more great ideas and sensational offers.

You can't afford to miss it, so look out for this essential edition of Prime Cuts coming your way in the first week of March!



CHECK OUT THESE BRILLIANT NEW YEAR CASH SAVERS FROM DALZIEL!



DALZIEL



BAG YOURSELF A BARGAIN!

HUGE DISCOUNTS on every case of superior quality Dalziel HD Counter Bags NOW!

HD Bags	Size	Case Qty	Case Price
7 Micron	8x10"	10,000	£14.00
	10x12"	10,000	£20.50
	12x15"	5,000	£14.75
9 Micron	8x10"	10,000	£18.00
	10x12"	10,000	£24.00
	12x15"	5,000	£18.50
	12x18"	5,000	£22.50
11 Micron Boxed	8x10"	10,000	£23.00
	10x12"	10,000	£33.50
	12x15"	5,000	£26.00
	12x18"	5,000	£30.00

MASSIVE SAVINGS ON TWINE

For the assurance of quality and tough durability, all Dalziel twine comes from Henry Winning & Co - the only UK manufacturer to have received a Royal Institute of Public Health and Hygiene certificate confirming the suitability of their products for use on meat.



So you can't buy better ... and at a case price of just £32.50, there's no better time to stock up on twine than now!

*** Offer price available on 10 reel cases of either No. 4, 5, 6 or 104's**

Just
£32.50
*** PER 10 REEL CASE!**



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