



DALZIEL

Prime Cuts

Cutting prices to the bone for retail butchers everywhere! • Issue 15 • July 2010

Smoky BBQ Pork Loin Steak
- MRC Smoky BBQ Glaze



Italian Meatball
- MRC Italian Glaze



Peppered Beefsteak
- MRC Steakado Peppersteak



Lemon Pepper Pork Belly
- MRC Lemon Pepper Coater



**LIFT THE LID ON A
FANTASTIC WORLD
OF FLAVOUR
WITH *MRC***

Hot & Spicy Pork Fillet Kebabs
- MRC Hot & Spicy Glaze



Wings of Fire
- MRC Piri Piri Glaze



Garlic Butter
Chicken Kebabs
- MRC Garlic &
Butter Glaze



Minted Lamb Chops
- MRC Garden Mint Glaze



Chinese Ribs
- MRC Chinese Glaze



IT'S SHOWTIME
FROM DALEBROOK AND DALZIEL

Fit out your counter... for **FREE!**

£3 OFF
LEMON PEPPER COATER
INTRODUCTORY PRICE
£10 FOR
TANDOORI GRILL OIL

BUT HURRY...
THIS SENSATIONAL OFFER WILL ONLY BE
AVAILABLE FROM 2/8/2010 FOR 6 WEEKS
SO GET YOUR ORDER IN TODAY!

SEE BACK COVER
FOR DETAILS

Dip into the RED... and keep your profits in the black!

Taste the experience in every tub with MRC.

Get the **best** of all possible worlds with the **best** glazes and coatings a butcher can buy!

Hot & Spicy Pork Fillet Kebabs
- MRC Hot & Spicy Glaze

Lemon Pepper Pork Belly
- MRC Lemon Pepper Coater

Treat your customers to a feast of fabulous flavours with MRC and treat yourself to a show stopping Dalebrook counter display system absolutely FREE!

Italian Meatball
- MRC Italian Glaze

£2 ALLOWANCE
ON EVERY MRC RED TUB AND GRILL OIL PURCHASED TOWARDS YOUR CHOICE OF DALEBROOK COUNTER DISPLAY!



Experience, taste, ease of use and unrivalled depth of range – that's the winning recipe for success that has made MRC the market leading butcher's choice for nearly 30 years.

With an industry wide reputation for continuous product innovation and outstanding customer service, MRC was the first to pioneer restaurant class glazes and coatings for the UK retail butchery trade ... and the original is still indisputably the best!

Testifying to the dedication and commitment you would expect of a genuine 'hands on' family run business, the best-selling MRC Flava range makes it easy for you to transform any type of meat and poultry into succulent oven ready dishes in a matter of minutes. And with economic usage of just 100g of MRC mix for every kilo of meat, there's no better way to dish up a premium profit on a virtually endless variety of exotic gourmet dishes that will keep your customers coming back for more.

Remember...

- Nobody has more experience or expertise
- Nobody compares on quality and taste
- Nobody can offer you the same incredible choice
- Nobody does it better to guarantee you'll always be buying the very **BEST** for you and your customers!

- | | |
|---|--|
| 1. Italian Meatball - MRC Italian Glaze | 6. Lemon Pepper Pork Belly - MRC Lemon Pepper Coater |
| 2. Peppered Beefsteak - MRC Steakado Peppersteak | 7. Minted Lamb Chops - MRC Garden Mint Glaze |
| 3. Garlic Butter Chicken Kebabs - MRC Garlic & Butter Glaze | 8. Chinese Ribs - MRC Chinese Glaze |
| 4. Hot & Spicy Pork Fillet Kebabs - MRC Hot & Spicy Glaze | 9. Wings of Fire - MRC Piri Piri Glaze |
| 5. Smoky BBQ Pork Loin Steak - MRC Smoky BBQ Glaze | |

Watch your sales **GROW** by selling the **very best** from



SIZZLING SUMMER SPECIAL!!
Lemon pepper is **THE** flavour of summer – that's what makes it such a popular feature on supermarket BBQ ranges. So why not beat 'em at their own game with a sizzling **£3 OFF*** every tub of MRC's top-selling Lemon Pepper Coater until the offer close date of 13 September 2010. Unmissable!
*Offer additional to Dalebrook promotional offer.



Don't miss this **RED HOT** deal from **MRC**

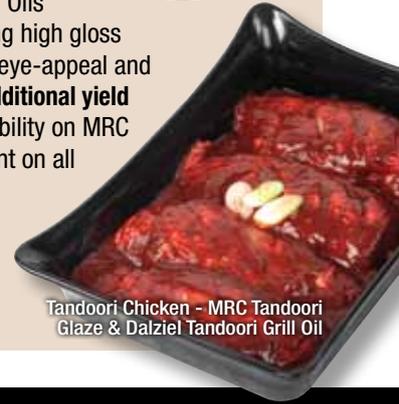


INTRODUCTORY PRICE
£10 FOR TANDOORI GRILL OIL

That's right! There's never been a better time than NOW to maximise your profit on restaurant class ready meals with this fantastic limited offer from MRC. This offer also includes the Dalziel branded range of Grill Oils, exclusively prepared for Dalziel by MRC to add an extra dimension of value and versatility to your MRC Chinese, Mint and Tandoori glazed ready meal products. Suitable for oven,

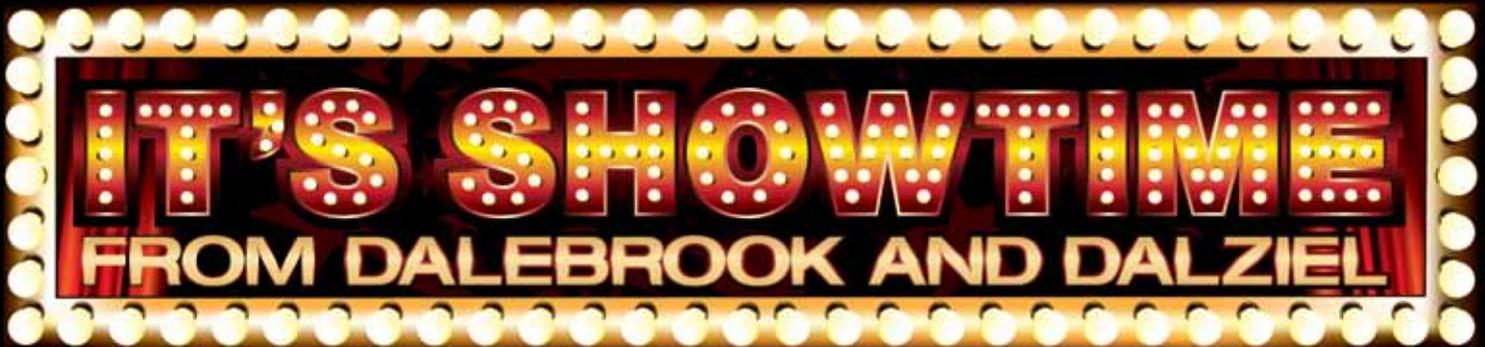
grill, barbecue or microwave cooking – and even as a flavour boosting addition to sandwich fillings – Dalziel Grill Oils provide a long-lasting high gloss finish for maximum eye-appeal and deliver up to **30% additional yield** for increased profitability on MRC best sellers you count on all year round.

This sensational offer will only be available from 2/8/2010 for 6 weeks so hurry, hurry, hurry and get your MRC order in TODAY!



Tandoori Chicken - MRC Tandoori Glaze & Dalziel Tandoori Grill Oil

PLUS...



Spectacular **FREE** Counter Offer



£2 ALLOWANCE
ON EVERY MRC RED TUB AND GRILL OIL PURCHASED TOWARDS YOUR CHOICE OF DALEBROOK COUNTER DISPLAY!

MRC is proud to be the first major supplier to get right behind this dazzling giveaway promotion and delighted to be helping you get the dream Dalebrook counter display of your choice by giving you **£2 BACK ON EVERY MRC PRODUCT YOU BUY** over the next 12 months towards the final purchase price!



Don't forget...

An eye catching counter display could increase your sales by an estimated 10-20%. So the sooner you start improving your shop's most important asset with this unrepeatable Dalebrook giveaway offer from Dalziel, the quicker you'll see your profits take off and the more chance you'll have of collecting enough credits from MRC and other participating suppliers to get your ideal Dalebrook counter display **ABSOLUTELY FREE!**



Aberdeen - 01224 723 550
Stockport - 0161 406 7272
Haverhill - 01440 710 060

Bellshill - 01698 749 595
Leeds - 01977 605 590
Newbury - 01635 265 160

Newcastle - 0191 496 2680
Birmingham - 01384 573 197
Newport - 01633 898 150

Chorley - 01257 226 000
Nottingham - 0115 950 4084
Ashford - 01233 822 184

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