



DALZIEL

Prime Cuts

Cutting prices to the bone for retail butchers everywhere! • Issue 6 May 2008

Get geared up to spring into summer with our biggest machinery and equipment promotion ever!

Last summer, we offered Prime Cuts readers the chance to cut the cost of purchasing essential machinery and back shop equipment when they ordered the best in barbecue season products from Lucas, MRC and Versteegen. This promotion was so popular with butchers everywhere that we're bringing it back for 2008 but now bigger and better than ever before!

Order any item from the extensive Dalziel machinery and equipment range during the promotional period from May until the end of August and you'll get 4 months interest free credit + A £5 VOUCHER FOR EVERY £25

YOU SPEND ON SELECTED SUMMER EATING PRODUCTS, REDEEMABLE AGAINST THE INVOICE PRICE OF YOUR CHOSEN ITEM. And to make it even easier, we'll send you regular statements so you can keep track of how many vouchers you've accumulated month by month.

To accompany this promotion, we've produced a new Machinery and Equipment Guide showing how many vouchers you need to collect for each item. Your local Dalziel representative will be delivering your copy shortly ... but if you just can't wait, simply give your nearest depot a call!



Sandy Dalziel, Chairman

What will **YOU** choose from the Dalziel machinery and equipment range?



Clothing

Mainca Sausage Filler

LV Trays

Fillers, Slicers, Mincers, Moulders, Cookers, Sealers ... **and more!**

4 MONTHS INTEREST FREE CREDIT PLUS

PROMO
19

£5

INC VAT

VOUCHER

FOR EVERY £25 YOU SPEND ON SELECTED PRODUCTS FROM LUCAS, MRC AND VERSTEGEN



REDEEMABLE AGAINST THE MACHINE OF YOUR CHOICE



Aberdeen - 01224 723 550

Chorley - 01257 226 000

Birmingham - 01384 573 197

Newbury - 01635 265 160

Bellshill - 01698 749 595

Stockport - 0161 406 7272

Nottingham - 0115 950 4084

Newport - 01633 898 150

Newcastle - 0191 496 2680

Leeds - 01977 605 590

Haverhill - 01440 710 060

Ashford - 01233 822 184

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

Summer's just around the corner, and that means another great seasonal opportunity to boost your profits with high-margin summer eating recipes such as these.

Danny Upson and Mike Winrow say...

“ All the summer specials displayed here are quick and easy to make using Lucas mixes, Verstegen sauces or MRC glazes and coatings – and we guarantee they taste as good as they look to keep your customers coming back for more all summer long!

Many of these tempting ready meals were made using machinery and equipment featured in the current Dalziel promotion, so there's no better


time than now to get stocked up on Lucas, Verstegen and MRC for the summer season with £5 out of every £25 you spend on selected products going towards the price of the machine of your choice.


Collect enough vouchers before the end of August and you could get the machine of your choice absolutely free ... so what are you waiting for? ”




The display was created using 12x9 black LV Trays and Dalebrook G2 garnish



 1. CRACKED BLACK PEPPER & CARAMELISED ONION ROSETTES (MADE WITH SPIKOMAT ROSETTE PRESS)


 5. HONEY MUSTARD PORK LOIN

 9. THAI CHICKEN FILLET GRILLS


 13. HOT CAJUN PORK SAUSAGE

 17. PIRI PIRI KING RIBS


 21. PRE-SEASONED RIB-EYE STEAK


 2. SMOKEY BBQ CHICKEN DRUMSTICKS


 6. SPICY CHILLI MEAT KEBABS (MADE WITH SPIKOMAT GRILL STEAK MAKER)

 10. SAUSAGE TWISTER GRILLS (MADE WITH SPIKOMAT SAUSAGE TWISTER)


 14. JAPANESE PORK TWISTERS


 18. CHEESY BEEF BURGERS


 22. PORK & APPLE BURGERS (MADE WITH SPIKOMAT ¼LB PRESS)

 3. GREEK PASSION LAMB RUMP

 7. CRACKED BLACK PEPPER SAUSAGES

 11. SAGE & RED ONION SAUSAGE


 15. STICKY MAPLE BACON CHOPS


 19. ROSEMARY & GARLIC LAMB STEAKS


 4. OLD ENGLISH JUMBO SAUSAGES


 8. MINTED LAMB CHOPS

 12. SPICY MEXICAN BEEF BROCHETTES

 16. PORK FILLET & BACON SWIRLS

 20. AMERICAN STYLE BEEF BURGERS (MADE WITH SPIKOMAT ¼LB PRESS)

 23. HICKORY SMOKE SAUSAGES

 24. SWEET CHILLI & LIME PORK SIRLOIN STEAKS

“Brighten up your traditional counter display with a real taste of summer.”



“ Look at how well our four selected Lucas, Verstegen and MRC summer recipes fit in with a traditional counter display. There’s no point making ‘em if nobody sees ‘em, so we’ve arranged these in a prominent ‘hot spot’ central position where they’ll really catch the eye – encouraging customers to linger longer and spend more time looking at the other products on display for increased ‘impulse’ sales.

And remember, your customers will still buy their sausages, mince and favourite joints from you anyway – so you’ve got nothing to lose and a great deal more profit to gain by following these simple tips on how to make the most of your summer counter display.

- ✓ The first rule of merchandising is ‘EYE line is BUY line’ – so don’t hide your high profit items away in a corner where they can be easily overlooked.
- ✓ Most customers are right handed and therefore tend to look to the right. So in a long display, it might be advisable to place your summer eating specials in a central position arranged in a line rather than bunched up in a square. For shorter displays, place them slightly to the right. However, no two shops are the same so some butchers may find it a better idea to display their specials at the front of the counter for maximum impact when the customer walks in.”
- ✓ Take the time to view your window and counter display the way a customer would see it. Would it invite you into the shop and encourage you to buy?

Take these tips and watch your sales really take off with the best in summer eating from Lucas, Verstegen and MRC!



1. HOT CAJUN PORK SAUSAGE
 3. CARMELISED ONION & CRACKED BLACK PEPPER ROSETTES
 5. STICKY MAPLE BACON CHOPS
 2. JAPANESE PORK TWISTERS
 4. PORK FILLET & BACON SWIRLS

SPEND £25 ON THESE SELECTED SUMMER EATING PRODUCTS AND GET A £5 DISCOUNT VOUCHER AGAINST ANY ITEM FROM THE DALZIEL MACHINERY AND EQUIPMENT RANGE

NEW FOR THIS SUMMER EATING SEASON

Lucas Sage and Red Onion Sausage Mix
Lucas Hot Cajun Sausage Mix
Verstegen World Grill Mediterranean



COMPLETE SAUSAGE MIXES

Lucas Cumberland Sausage Mix
Lucas Ginger & Leek Sausage Mix
Lucas Hickory Smoke Sausage Mix
Lucas Lamb & Mint Sausage Mix
Lucas Lincolnshire Sausage Mix
Lucas Pork & Garlic Sausage Mix
Lucas Tinted Pork Sausage Mix
Lucas Celebration Pork Sausage Mix
Lucas Chicken Sausage Mix
Lucas Olde English Sausage Mix
Lucas Pork & Apple Sausage Mix
Lucas Pork & Leek Sausage Mix
Lucas Pork & Mustard Sausage Mix
Lucas Sun Dried Tomato & Basil Mix

BUTCHERS CLASSIC

Butchers Classic Beef Sausage Mix
Butchers Classic Lamb & Mint Sausage
Butchers Classic Lincolnshire Sausage
Butchers Classic Cranberry Rosemary
Butchers Classic Cumberland Sausage
Butchers Classic Lemon & Herb Sausage
Butchers Classic Pork & Chive Sausage
Butchers Classic Pork & Leek Sausage
Butchers Classic Pork & Onion Sausage
Butchers Classic Pork Cracked Pepper
Butchers Classic Sweet Chilli Sausage
Butchers Classic Tomato Sausage Mix

INTERNATIONAL

Lucas Hot & Spicy Sausage Mix
Lucas Hot Spanish Style Sausage Mix
Lucas Merguez Sausage Mix
Lucas Mexican Chilli Sausage Mix
Lucas Toulouse Style Sausage Mix

LIFESTYLE

Lucas Reduced Salt Pork Mix
Lucas Sausage Mix For Coeliacs
Lucas Vegetarian Sausage Mix

BURGER MIXES

Lucas Baconburger Mix 80 Plus Ttd
Lucas Burger Mix 80 Plus Ttd
Lucas Exclusive Burger Mix
Lucas Flavourmaker Burger Mix W/onion
Lucas Flavourseal American Burger
Lucas New Burger Mix Ttd
Lucas Popular Burger Mix Ttd & Onion
Lucas Lamb & Mint Burger Mix
Watsons Pork & Apple Burger Mix
Watsons Tasty Burger Mix
Watsons Tasty Burger Mix No Onion

SPECIALITY BURGER MIXES

Lucas Burger Mix For Coeliacs
Lucas Hot & Spicy Burger Mix
Lucas Meatball & Grillstick Binder Mix
Lucas Onion & Cracked Black Pepper
Lucas Spicy Kebab Mix
Lucas Vegetarian Burger Mix Gmf



Verstegen. Fun For Food.

OIL BASED MARINADES

World Grill American Style Herb Oil
World Grill Argentina Fire
World Grill French Garden
World Grill Greek Passion
World Grill Indian Mystery
World Grill Japanese Flower
World Grill Mexican Madness
World Grill Pacific Ocean
World Grill Piri Piri
World Grill Rosso Oil
World Grill Spanish Harbour
World Grill Royal Mint & Rosemary
World Grill Cielo Rosso
World Grill Mustard Marinade
World Grill Campo Olivar
World Grill Persian Market
World Grill Smokey BBQ
World Grill Thai Adventure

WATER BASED MARINADES

Verstegen Barbecue Marinade
Verstegen Caribbean Marinade
Verstegen Chimi Churri Marinade
Verstegen Chinese Plum Marinade
Verstegen Grill Provencale Marinade
Verstegen Pepper Marinade
Verstegen Satay Kebab Marinade
Verstegen Spare Rib/Taiwan Marinade
Verstegen Western Texicana Marinade

SAUCES

Verstegen Bombay Curry Sauce
Verstegen Salsa Tex-mex Sauce
Verstegen Cajun Salsa Sauce
Verstegen Chilli & Tomato Sauce
Verstegen Garlic Extra Sauce
Verstegen Italian Herb & Tomato Sauce
Verstegen Smokey BBQ Sauce
Verstegen Yoghurt & Garlic Sauce
Verstegen Black Bean Sauce
Verstegen Burgundy Sauce
Verstegen Goulash Sauce
Verstegen Hong Kong Sauce
Verstegen Lemon & Coriander Sauce
Verstegen Piri Piri Sauce
Verstegen Satay Peanut Sauce
Verstegen Spiced Tomato Sauce
Verstegen Sweet & Sour Export
Verstegen Sweet & Sour Sauce
Verstegen Tikka Sauce
Verstegen Tropical Sauce
Verstegen Chilli Con Carne Sauce
Verstegen Honey Mustard Sauce
Verstegen Mushroom Sauce
Verstegen Stroganoff Basic Sauce
Verstegen 4 Seasons Sauce
Verstegen Gourmet Game Pepper Sauce
Verstegen Hachee Sauce
Verstegen Orange & Mint Sauce
Verstegen Pineapple & R/chilli Sauce
Verstegen Pizza Sauce
Verstegen Cajun Sauce
Verstegen Ku Lo Yuk Sauce
Verstegen Thai Green Curry Sauce
Verstegen Yakimond Sauce



THE FLAVA PEOPLE

THE INDIAN RANGE

MRC Madras Glaze
MRC Tikka Masala Glaze
MRC Tandoori Glaze

THE ORIENTAL RANGE

MRC Chinese Glaze
MRC Sweet & Sour Glaze
MRC Thai Glaze
MRC Sweet Chilli & Lime Coater

THE BBQ RANGE

MRC Barbecue Glaze
MRC Southern Bbq Coater
MRC Sticky Maple Glaze
MRC Smokey Bbq Glaze

THE AMERICAS RANGE

MRC Mexican Chilli Glaze
MRC Cajun Glaze 2.5kg 2.5kg
MRC Steakado Mustard
MRC Steakado Peppersteak

THE MEDITERRANEAN RANGE

MRC Kofta Kebab Seasoning
MRC Spicy Grillstick Seasoning
MRC Hot & Spicy Glaze
MRC Italian Glaze
MRC Moroccan Glaze
MRC Garlic & Butter Glaze
MRC Lemon Pepper Coater

THE GARDEN HERB RANGE

MRC Orange & Basil Glaze
MRC Garden Mint Glaze
MRC Honeyroast Flavoured Glaze
MRC Rosemary & Garlic Glaze

CELLOPHANE BURGER UNDERLAYS

3.5" Cello Discs 5" Cello Discs
4" Cello Discs 5" Cello Squares
4" Cello Squares

DECORATED BURGER PAPERS

Spikommat American Rib Papers
Spikommat Grillsteak Papers
Spikommat Oval Papers
Spikommat Quarter Pound Papers
Spikommat Small Round Papers
Spikommat Triangular Papers
Verstegen Green Oval Papers
Verstegen Oval Decorated Papers
Verstegen Round Decorated Papers

WOODEN SKEWERS

Bamboo Skewers 200x4mm
Bamboo Skewers 250x4mm
Bamboo Skewers Flat 210x6mm
Bamboo Skewers Looped (Musubi)
Birchwood Skewers 110x2.5mm
Birchwood Skewers 125x2.5mm
Birchwood Skewers 180x3mm
Birchwood Skewers 200x3mm
Birchwood Skewers 250x3.2mm
Steel Skewers 230mm Looped Profile
Teppo Gushi Skewers 120mm
Teppo Gushi Skewers 150mm
Teppo Gushi Skewers 180mm

Promotion ends 29 August, so hurry - contact your local Dalziel representative for full details today!