

# Pioneer Gold Freshly Cut Meats

A new concept to deliver the independent sector a quality, pre packed fresh meat offer is now available virtually anywhere in the country. For independents, fresh meat is an area with a huge opportunity for business growth.

Steve Sellars, CEO of Pioneer Gold Meat Services, believes this new company has a product that can realise this potential. "We have invested in state of the art equipment, new technology and great people to ensure we can meet the needs of independent supermarket owners, and more importantly their customers," he said.

Through Pioneer Gold, Sellars feels he will be able to offer all independents a consistent quality product, support group specials and treat the meat section as an important category within the stores. The company has recently implemented a unique process that will allow their meat to have a life of up to four weeks, giving them the ability to supply stores on a National basis.

The process involves sealing the meat in what are known as mother bags, the products are then stored in a cool room and picked to order. With 86 SKU's including lamb, pork, beef, poultry and sausages all products come placed in trays, wrapped and priced ready for display in the meat cabinet.

According to Sellars, Pioneer Gold products are suitable for a wide range of stores. "I see Pioneer Gold as being a product that can be sold in any size meat department. Our largest customer at the moment has a 36' cabinet and retail sales of \$11,000 per week," Sellars said.

"It is an ideal concept for country stores, where they quite often have trouble finding butchers. I also imagine some holiday resorts will be attracted to our offer."

"We are committed to HACCP, Quality and Cold chain, all of which ensure a consistent and competitively priced product, pre-priced and ready for display. We have also formed a business alliance with Fresh in Daily, as well as other national transport companies that are also committed to these principals," he said.

This system that Pioneer Gold is proposing is similar to that operating throughout Coles supermarkets. For the major, this has significantly reduced costs at a store level. Pioneer Gold believes its concept and products will give the independent sector the opportunity to compete with the larger chains.

Not only will Pioneer Gold products give the independents consistency, Sellars claims that they will also find it cost effective. "The margins at store level are very attractive and offer the stores a gross profit that can be benchmarked against a full meat department," Sellars said.

"When you consider that the stores don't need to spend capital on the set up of a meat room and it's depreciation there are further savings. This will also save considerable room that can be dedicated to other areas of the business," he said.

Pioneer Gold is also in the final stages of negotiating a competitively priced meat cabinet leasing option for storeowners. The cabinet will display the Pioneer Gold point of sale material.



## PIONEER GOLD Freshly Cut Meats



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