

Complimenting Your Meat Offer... Pioneer Gold

With the emergence of PIONEER GOLD, a new brand to the fresh meat category, there are now opportunities for many independent stores to not only be fully supplied by Pioneer Gold but to compliment the in-store offer or product supplied by the local butcher.

The range of chicken is a great example of this as many local butchers don't have access to a fresh chicken supplier.

Pioneer Gold prides itself on the quality and freshness of the chicken products in its range.

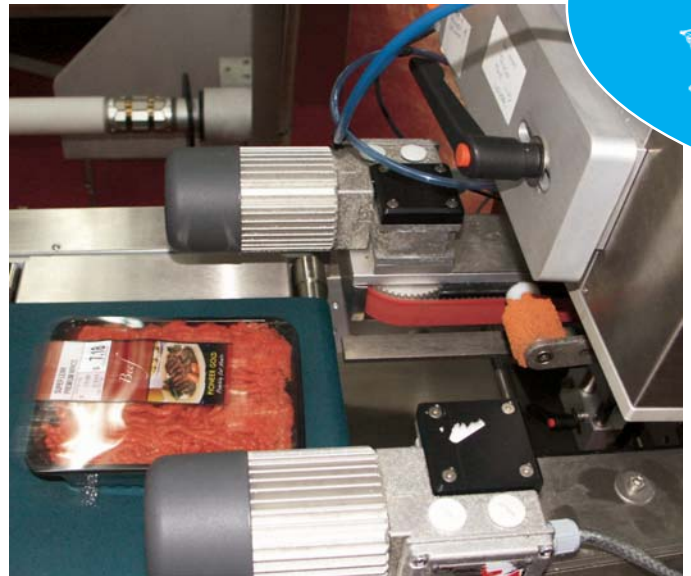
Breast Fillets Skin On/ Skin Off, Thigh Fillets, Diced Chicken, Stir Fry chicken, Wings, Drumsticks, Rissoles and Chicken and Herb sausages.

Another range that is getting a great response from store owners and more importantly their customers is the Gluten Free sausages. On the Coeliac

(pronounced- See li ac) Society of Australia web site it indicates, one study done in Australia shows one in 250 Australians suffer from Coeliac disease and another study showed as many as one in 100 are sufferers. With so many people being reliant on a gluten free diet Pioneer Gold is having a great response to its range of gluten free sausages. These include BBQ sausages, Smokey Chargrill, German Bratwurst, Greek Rosemary and Garlic, Original Epping, Old English Pork, Beef Cheese and Tomato and other tempting combinations.

Pioneer Gold is committed to consistently providing a quality product that is competitively priced. The company is also committed to maintain cold chain through distributors such as Fresh in Daily that visit many independent stores.

Pioneer Gold offers a 20 per cent margin on normal priced products and offer weekly specials with a 10 per cent margin to assist in driving the fresh meat sales and make the meat department a destination stop in the independent sector.



The main advantage that Pioneer Gold branded products can offer stores is product life. The company is 'Pioneering' new technology in Australia and depending on the product, offer three-four weeks life from manufacture date. Once the 'Motherbag' is opened the product has a five day shelf life.

This process gives stores the ability to stock up for busy times, long weekends, holiday periods and not miss that unexpected rush that creates out of stocks and lost sales.

This product life gives Pioneer Gold the ability to distribute nationally from its base in Laverton and the company is already serving independent retailers in Far North Queensland, Brisbane, NSW, Canberra, Victoria and Tasmania.

For more information please call 1 300 880 744 or fax back the expression of interest form in this month's Independent Retailer magazine. Tours of the Pioneer Gold facility are also available.

Phone 1300 880 744
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