

# THE MASTER BUTCHER

AT A TIME when the public are buying less and less beef because of recent scares about quality and contamination, Limerick master butcher, Brendan Loughnane, is actually selling more.

This is because his quality is first class and his customers know they can trust his products.

Brendan explained that he has been buying his products from the same farmers for the past seven years. An indication of the quality of that meat can be got from the fact that the farmers who supply Brendan come to him to buy the meat for their own tables. And if the farmers are convinced that Brendan's beef is top quality then the customers can buy in confidence. Which is precisely what they are doing.

Brendan Loughnane's shop is located at 47 Upper William Street and he has been in business there for the past seven years. However, he has been in that line of business for the past 20 years.

He actually developed an interest in selling meat while still at school. He started to make burgers while still

a student and his success at that encouraged him to continue in the business.

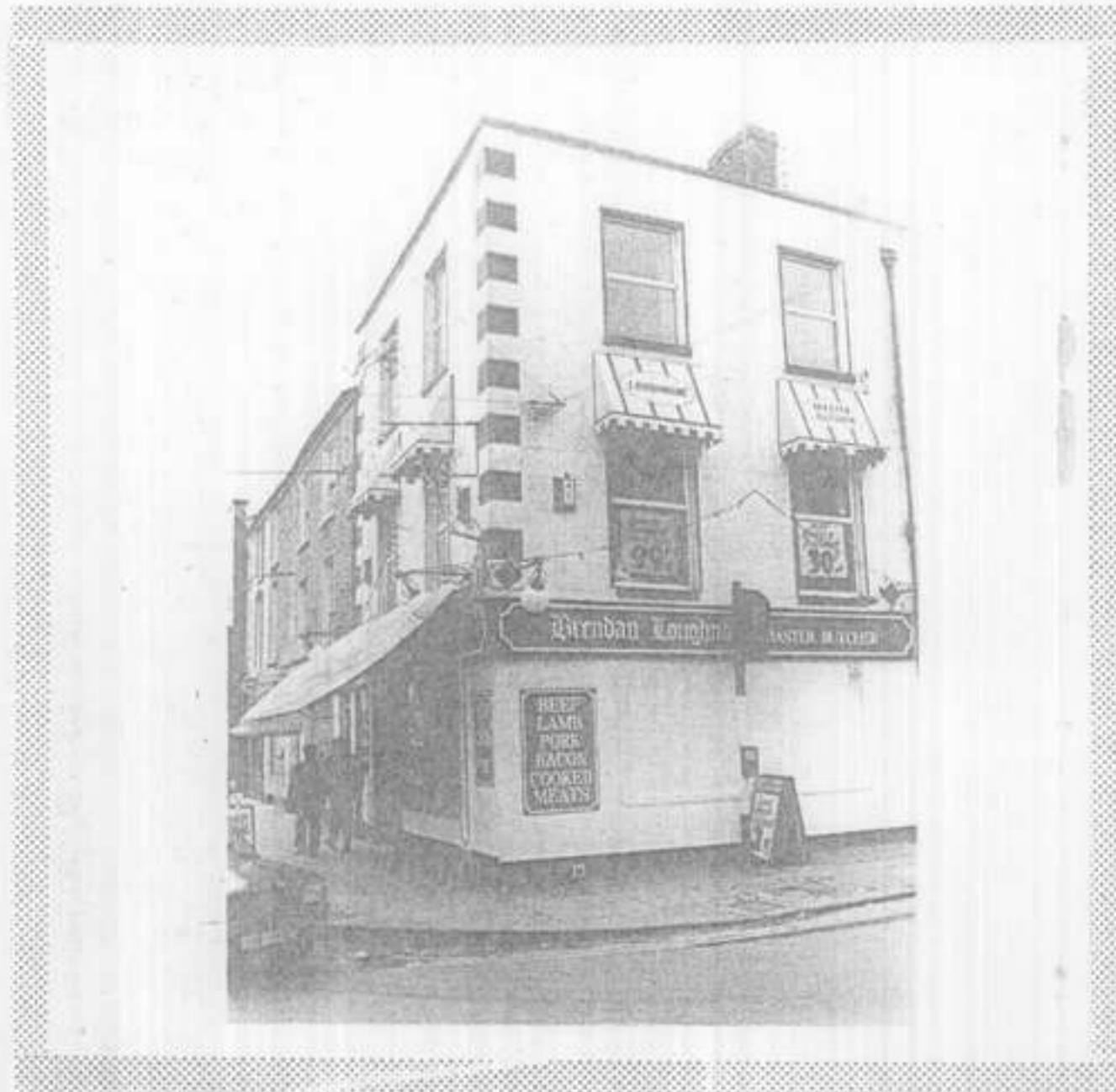
In spite of a lifetime in the trade, Brendan still feels that he can learn more about the meat business and can constantly improve and modernise his service to local shoppers.

"I still attend trade shows in Germany and England," Brendan explained to the Limerick Chronicle, "because there is always something new to learn and people like to get new ideas on how to prepare and serve food."

"I mix the Continental approach with the Limerick touch and give my customers something special," Brendan went on, "people come to me to buy anything from stir fry to breast bones and eye bones."

He said that people are genuinely worried at present about the quality of beef. "I can guarantee customers that I buy my cattle from the same farmers every year and they all feed their own animals."

Brendan Loughnane also demonstrates the quality of his products by entering competitions for sausages, burgers, black



puddings and so on every year. And every year he wins prizes for the quality of his meat.

He has noticed a major change in recent years in the purchasing habits of the public in Limerick. Before people never considered kitchen ready meat, with the

exception of sausages. Now people are looking for kitchen ready food more and more. Now they want breaded chops, stir fry, peppered steaks, steak burgers and so on.

As well as top quality meat Brendan also considers service to be of the utmost

importance and provides a free delivery service for customers. He is open six days a week and employs a staff of 14.

But people also demand better value all the time, Brendan has found. "People expect top quality and better value," he declared,

"and they will settle for nothing less."

He said all their beef is hung for two weeks which makes it very tender. So shopping at Brendan Loughnane's ensures that you get the very best meat available in Limerick.

His reputation for making top class black puddings is also spreading and he is a regular entrant in black pudding contests throughout the region. Again his secret is quality and this he guarantees by buying all his stock directly from farmers, who he has established a long standing business relationship with.

"Because people know we buy our own beef from the same sources all the time they can be more assured of quality," he said.

And perhaps the feeling of security customers get when they enter Brendan's shop in Upper William Street can be traced back into the history of the building. The shop was originally a bank — the Provincial Bank of Ireland which has now become part of Allied Irish Banks and has moved across the road.

So you can bank on getting the best quality meat available from Brendan Loughnane!

## BRENDAN LOUGHNANE

47 UPPER WILLIAM STREET. TEL. 414213.

TOP SIDE ROAST BEEF £1.99 per lb.

PORK STEAKS .....£2.69 per lb.

CHICKEN & BACON.....£4.99

STREAKY BACON.....69p per lb.

CORNED BRISKET.....49p per lb.

3 CHICKENS.....£4.99

SHOULDERS OF BACON £2.49 each

