

# SEAN FITZGERALD, VICTUALLER, BALLYLANDERS. TEL. 062-400000

## MODERN NEW ABBATOIR NOW OPEN (LICENCED TO E.C. STANDARDS)

Continued success to Sean Fitzgerald from all at  
**BALLYLANDERS BUTCHERS UNION OFFICE**



Every Friday Evening at  
 the Day Care Centre  
 7.30 to 8.30 p.m.

Butchers Union — People,  
 Working & Sharing.

Congratulations from  
**HONEY ROS. T & VEG**  
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Best wishes from  
**McGue's, Ballylanders**  
 — Foodstore — Newsagency  
 — Restaurant  
 Cold Meals Served All Day  
 Entertainment Each Weekend.  
 Available for all social functions.  
**Tel. 062-46644.**

Best wishes to Sean from  
**Patrick McGrath**  
 & SKIN MERCHANT  
 Cashel, Co. Tipperary.  
**Tel. 062-57113**

Best wishes to Sean from  
**Michael McCarthy**  
 Tipperary. Tel. 062-72141.  
 Best wishes to Sean!

Continued success to Sean Fitzgerald from  
**Ingvale Poultry Products Ltd.**  
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 Suppliers of a full range of chickens, turkeys,  
 duckling and eggs.  
**phone 052-25145/25402**

Best wishes from ...  
**Heeson Concrete Limited**  
 CONCRETE BLOCKS  
 WASHED SAND

SEAN Fitzgerald always wanted to be a butcher. It was an ambition from an early age, and an opportunity arose on leaving school when he was taken on as an apprentice to the trade at Horgans of Mitchelstown.

Sean served his time there over a four year period, gaining invaluable experience in all aspects of the victualling business.

He was, however, looking to the future and to the day when he might be in a position to start his own business.

The big step came four years ago, in November 1988, with the opening of a new butchers shop in Ballylanders.

Sean admits that it was a major challenge at the time, but he saw it as a natural progression of his career.

Founded initially on a modest scale, the new business built a solid customer base, through dedication to a highly personalised service and the provision of an extensive range of meats and ancillary products.

A popular individual in the area, Sean Fitzgerald was ideally placed to develop his business and the South Limerick victuallers shop quickly became known for its top class products and competitive prices.

Now, in a further major development and serving as a positive indication of his entrepreneurial abilities, Sean Fitzgerald has opened a brand new, custom built abattoir on the lands of his parents farm at Kilgarriff, Ballylanders.

Licensed to European Community Standards, the new facility offers a splendid range of services in modern ultra hygienic conditions.

Serving the private deep freeze and associated victualling market, the abattoir seems set to enjoy a busy and successful future.

Here animals are first slaughtered, then cut and packed to customer requirements. Incorporating a refrigerated provision, the abattoir, one of the only such facilities of its kind in the area, represents a significant investment for Sean



Sean Fitzgerald pictured at work in the new, fully licensed abattoir. Here, customers can have their animals slaughtered, cut and packed under ideal conditions. The abattoir is designed and fitted to E.C. standards.

However, based on the initial reaction and also on the obvious potential which exists, he is confident of its successful development.

Spacious and fitted to the highest standards, the new abattoir includes excellent sanitary facilities and ample room for great ease of access and entry.

It marks a splendid con-

venience for deep freeze customers who can now enjoy its many positive aspects in addition to a level of service not generally available in the region.

Sean Fitzgerald will, of course, continue to offer a fine range of meats through his core business, the butchers shop at Main Street, Ballylanders.

From top quality beef,



Fitzgerald's Butchers Shop, Ballylanders, offers an excellent selection of best quality meats.

lamb and pork to delicious farm fresh chickens and home made black puddings.

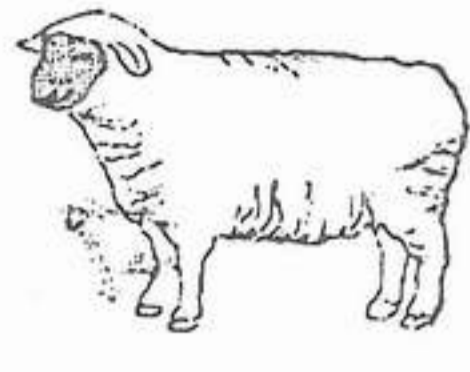
During recent visits to compile this feature, we also noted a big demand for home cured bacon, another speciality at Sean Fitzgeralds. One could not but be impressed also by the very personal service, a very important feature of success for this County Limerick shop.

It all highlights an ongoing commitment to customer satisfaction on the



Sean Fitzgerald is a very popular and highly respected member of the local community.

part of Sean Fitzgerald. A commitment which has served him well since starting the business and now seems likely to usher the enterprise confidently into the future. We congratulate Sean on the opening of the new abattoir and join with the advertisers in wishing the business continued prosperity in the years ahead.



Continued success to Sean from  
**Brennan Butcher Supplies Ltd.**  
 Cloone, Co. Leitrim.  
 Tel. 078-36038. Fax. 078-36124  
 Suppliers of butchers equipment and sundries.  
 Local rep. Gerry Gilheaney.

Continued success to Sean from  
**Paddy O'Halloran**  
 PORK & BACON WHOLESALER  
 Tipperary.  
**Tel. 062-52163**

Sincere best wishes to Sean from  
**Edward Hanley**  
 Victualler, 56 Lower Cork Street, Mitchelstown.  
 Tel. 025-24212  
 Prime Beef, Pork, Lamb & Bacon.  
 Delicious Homemade Black & White Puddings.  
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**LICENSED TO E.C. STANDARDS**

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**Tel. 062-46865**  
 Wishing Sean Fitzgerald all the best in the future.

Wishing Sean Fitzgerald every success from  
**O'Riordan Roof Cladding**  
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Congratulations From  
**Bill Riordan**  
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**M.E. Dowling & Sons Ltd.**  
 Unit 4, Glanmire Business Park, Cork.  
 Suppliers of equipment and wrappings to the Food, Meat & Catering Industry.  
 Continued success from Michael & Anthony Dowling. Tel. 021-821789

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 All animals slaughtered to individual European Community Standards — Excellence  
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 Competitive Terms.  
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 Top Quality Beef, Pork, Lamb & Bacon.  
 Homemade Black Puddings & Sausages  
 Delicious Home Cured Bacon.



Wishing Sean every success from  
**TOM LEA**  
 Suppliers of All Sand and Gravel  
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 Current Tax Glenroe, Telephone

Sincere best wishes to Sean from  
**Ryans [Ballylanders]**  
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 Building Materials, Sealant, Fuel, Animal Health Products, Wall Coverings, etc.  
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Problems with V.A. Inheritance Tax, P.I.  
 Cont.  
**F.C.**  
 Accountants & Lord Edward Street  
 Contact Clement

Best wishes to Sean from  
**SLIEVE ME**  
 Drangan, Co. Tipperary.  
 Suppliers of Quality Products to

Congratulations to Sean from  
**The Morning**  
 Ballylanders.