



# JIM FLAVIN—Family Butcher



Chawke's Garage, Dublin Road, Castletroy — Tel. 331977

Best wishes to Jim from  
**James Doupe**  
**Abattoir**

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Limerick  
TEL. 061-353575

Best Wishes from  
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BEST WISHES TO JIM ON HIS NEW ENTERPRISE

Best wishes & continued success from

**GEORGE RIORDAN**

MECHANICAL REPAIRS

CHRISTMAS is around the corner and, after what Santa brings, the delectable Christmas dinner is one of the highlights of the day for everyone.

Unless you're vegetarian, the scent of roasting ham or turkey is enough to make any mouth water.

And now is the time to check out what's on offer and order your Christmas fare for the table.

Because of recent problems within the agriculture indus-



Jim Flavin, proprietor.

try, people here in Limerick are, understandably, cautious about what they put on their plates and into their mouths.

BSE, antibiotics, genetic modification—all of these terms mean that we are becoming increasingly wary of anything we can't source, while we don't want to stop eating red meat—a mainstay of the Irish diet for decades.

On the eighth of this month Jim Flavin opened a new premises at Chawke's Garage on the Dublin Road, Castletroy and it is a butcher shop with a difference.

Firstly all beef sold in the shop is home produced on the Flavin family farm in Grange, Fedamore, by Jim and his family.

This meat has been raised with, at all times, the highest qualities and standards to the forefront.

Regular veterinary inspection before and after slaughter always takes place.

Only stock between 12 and 18 months are butchered, ensuring a more tender meat.

And the meat is hung for 14 days before butchering which ensures that you can be 110% confident that only the very best quality reaches your table when you buy from Flavin's.

As many vegetables as your heart could desire are also available at Flavin's with

side of the world, and to see what the meat industry in general is like elsewhere.

While he enjoyed the experience very much, Jim did see huge differences in the methods of butchering in the southern hemisphere.

His visit "down under" also reinforced his belief in the standard of Irish meat, as he believes that Australian meat, ranked quite highly on a world scale, is not nearly as good as Irish meat.

In fact, despite all our current problems, Jim believes that Irish meat is the best in the world.

"They know what they are getting here", says Jim, explaining the success of the new butcher shop in such a short time.

He believes that people are turning away from supermarkets because they know, when they come to him, exactly where the produce is coming from, meat and vegetables alike.

And, of course, there is the personal touch that will always give smaller shops of all sorts the edge over supermarkets.

Jim believes that he is already building relationships with customers, finding out exactly what they like and how they like their cuts.

Having started in butchering at the tender age of 16, Jim feels that he has essential experience and can give his customers the guarantee of the best quality at competitive prices.



All beef sold in this shop is home produced on family farm to the highest quality and standards.



Call in today for the freshest quality produce at the right price.

Congratulations & Best Wishes from

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Wishing Jim every success from

**Ray Conlon**  
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**& ASSOCIATES**

Accountants & Registered Auditors  
3 Garavogue Road, Raheen, Limerick  
Tel. 061-303150. Fax: 061-303153

BEST WISHES TO JIM FROM

**CAPPOQUIN CHICKENS**  
(058) 54402

**THIS WEEKEND SPECIALS**

**JIM FLAVIN**  
Family Butcher

T-Bone Steak & Sirloin Steak,  
were £3.99 lb. ....Now £2.99 lb.

Round Roast, were  
£2.69 lb. ....Now £1.89 lb.

Silver Side, was  
£2.49 lb. ....Now £1.89 lb.

5 lb. Chicken, were  
£5.99 .....Now £3.99

4 Peppered Steaks .....£2.99

4 Chicken Fillets .....£2.99

Large Bag of  
Potatoes .....Only £2.50

Congratulations to Jim and Best of Luck with your new venture from

**Tom Halpin**  
**Butcher**

Caherdavin Shopping Centre, Ennis Road, Limerick — TEL. 061-325899

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