



PRIMACY MEATS FOOD VILLAGE NEWS

PRIMACY MEATS FOOD VILLAGE NEWSLETTER

ISSUE 3 AUTUMN 2010



FOOD VILLAGE



BUTCHERS SHOP



COFFEE & GIFT SHOP



GREEN GROCERS

INTRODUCTION

Welcome to the third edition of our newsletter.

It is hard to believe that yet another year has passed and we have now celebrated our 4th birthday. We remain an independent family owned and run business aimed at meeting a demand from local people for locally sourced food & remain firmly committed to our motto 'Produce sourced local... Naturally!'

The last year has been a busy one with a few changes being made to the interior of the building, new products have been introduced and some awards have been won! The Primacy farm has also been busy supplying the shop with beef, lamb and turkey.



Autumns Best

The autumn sees the following local produce at its best:

- * Cauliflowers
- * Scallions
- * Cabbage
- * Broccoli
- * Savoy's
- * Carrots
- * Turnip
- * Parsnips

STAFF FOCUS

In our last newsletter we focused on a single department but we think that this year we need to introduce you to all the staff that played a huge part in our recent award success. (See page 3) We are fortunate to have staff from the local area who are totally committed to providing excellent customer service, a quality product and an all-round pleasant shopping experience.



Butchery

We have one of the largest butchery counters in Ireland and offer a great selection of meat products either from our own farm or from other local farmers. Our beef is hung for a minimum of 28 days to ensure taste and texture and all our burgers, sausages and vegetable roll are made on the premises on a daily basis. Our staff are happy to provide advice on cuts of meat, cooking & recipes.



Greengrocers

We source as much of our vegetable produce locally as we can (this is obviously determined by the season/weather) and it is the responsibility of our staff to check that all the produce which arrives daily from local farms is Class 1. The girls are also responsible for taking customer orders, preparing fruit baskets and Gift Hampers and stocking out the Bakery and Grocery sections and generally helping our customers in anyway they can.



Chefs

We have a great team of very experienced Chefs who produce all our ready-made meals, desserts, Cornish pasties etc daily for the shop. They also produce our tasty breakfasts and great value Carvery meals which have been an amazing success.



Coffee Shop

We have recently extended our Coffee Shop seating area due to the success of our lunchtime Carvery. Nicki and her staff work hard at providing efficient service with a smile and customers come back time after time.

A great selection, great portions, traditional fayre.
Choose from a choice of roasts, potatoes & vegetables.
Carvery Lunches at the Coffee Shop

1/2 Portions	Full portion	Greedy Gutz
£4.50	£6.50	£7.50

'You'll not leave hungry!'
Served 12-3pm Mon - Sat

DONT FORGET OUR COMPETITON SEE PAGE 4.

LET'S KEEP IT LOCAL

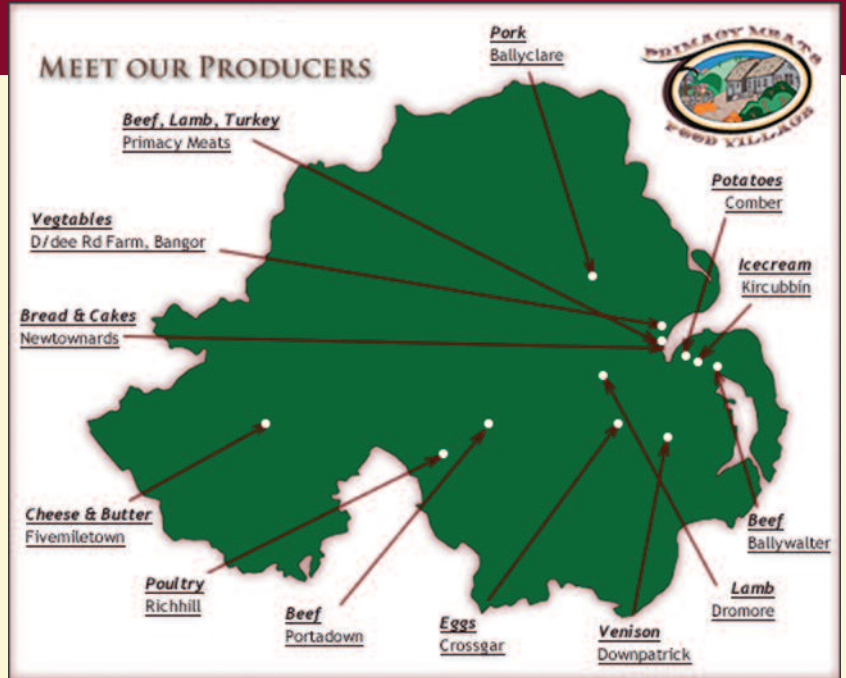
Why is buying local food important?

- Buying local food strengthens the regional economy (especially important during these difficult times) and ensures that money stays in the community and helps generate jobs in the area, ensuring that farms stay within the families that have farmed the land for generations.
- Buying local food ensures you are purchasing high quality, fresh foods. Locally produced food is normally fresher than products transported into the area and has more flavour. It has also been shown that foods harvested within 24 hours of reaching the shelves are higher in nutrients. We are lucky at Primacy Food Village to work closely with local meat and vegetable producers e.g we collect our supplies of vegetable and potatoes directly from the farm each morning and the produce is literally just out of the ground.
- Buying local food also helps preserve our natural environment. We are fortunate to still be able to travel just a few minutes to see rolling hills and by supporting local agriculture we help to protect our farmland from development and urban sprawl. This protects our open spaces and natural ecosystems as well as cutting back on greenhouse gases emitted during transportation.

We would like to say a big thank you to our customers whose support enables us to continue supporting the local farmers and other local producers.

Did You Know...

Storing carrots next to apples turns the carrots bitter due to the ethylene gas that apples give off and that potatoes stored with onions may spoil more quickly!



VALUE-FOR-MONEY

Offering the best value-for-money is very important and we are often more competitive on prices than some of the big supermarkets. Ways we help keep prices down :-

* Sourcing local produce.

This cuts down on the amount of transportation costs (we collect most of this produce ourselves) and by buying directly from the farmers we remove the middleman.

* **Volume.** The fact that we sell great quantities of produce means that we can keep prices of local produce low through economies of scale.

* By manufacturing our own meat products e.g sausages, mince, burgers we can choose to offer good value for money when setting our prices. This also applies with all those products made by our kitchen.

MINCE BEEF - AFFORDABLE & TASTY



Dishes made with mince beef

Mince beef is one of the most affordable, versatile and tasty of all meat products. Its use dates back to ancient times and is a good source of phosphorous and iron (phosphorous is necessary for strong teeth and bones and iron helps carry blood to cells and muscles helping to prevent fatigue).

We produce our minced beef in our state-of-the-art cutting room as required. This ensures it is always totally fresh and increases the life of the product once our customers get the product home. We produce only a high quality beef mince that is 95% lean (as with everything it takes a little bit of fat to bind the product and produce the flavour!) The mince is also free of any preservatives and additives.

Tip 1 The best way to store mince is to take it out of the bag and place it in the fridge in a Tupperware dish

Tip 2 Cooked mince freezes really well and is great to have on hand for last minute dinners

10 GREAT MINCE DISHES

- * Homemade Burgers
- * Cottage Pie
- * Spaghetti Bolognese
- * Chilli con Carne
- * Savoury Mince Pie
- * Meatballs
- * Spicy Beef & Tomato Soup
- * Cornish Pasties
- * Lasagne
- * Mousaka

Also affordable and equally versatile is pork and lamb mince which is available.

AWARD SUCCESS ~ Great news for a wee shop in Bangor!

U.K Butchers Plus Award 2009-10

In our last newsletter (Autumn 2009) we told you about our nomination as a finalist in the U.K Butchers Plus Award category. We are now pleased to report that we won! Primacy Food Village is currently the best 'Butchers Plus' shop in the U.K (this is essentially a butchers shop that sells more than just meat.) These prestigious awards are organised by the Meat Trades Journal and recognise excellence in the Independent meat retail sector.



Nicola receives the U.K Butchers Plus award at a ceremony in London.

N.I Butcher of the Year 2009-10



Stephen and Ross receive the Northern Ireland Butcher of the Year Award

We were also awarded 'Northern Ireland Butcher of the Year' by the Neighbourhood Retailer. Judging is based on the experiences of a mystery shopper who gave us great feedback

describing us as an 'exceptional store'. With consistently excellent levels of customer service' and a comprehensively excellent range of butchery products in clean, modern premises'

PRIMACY FOOD VILLAGE FARM

George has been very busy this year on the farm rearing most of the beef and lamb for the shops use. He draws on his many years experience (too many years to mention!) to determine the breeds of cattle and lamb he works with. In his opinion the best beef cattle are:-

Limousin crosses - These are a golden red or black in colour and are a sturdy healthy breed which produce excellent beef.

Simmental crosses - One of the oldest breeds in the world producing meat of the highest quality.

The cattle are grass fed in the summer months and in the winter are straw bedded in barns and fed high quality silage conserved from the summer.

The sheep in contrast spend the winter in the fields and George chooses breeds which are hardy and strong to withstand our winters. He believes that texel and Suffolk crosses are best suited:-

Texel cross - These are large, well muscled sheep and excel in their lean meat yield.

Suffolk cross - They are an English breed which are sturdy and produce top quality prime lamb.



EAT, DRINK AND BE MERRY

Christmas will be here in the blink of an eye and preparations have begun both at the Primacy Farm and in the store. Here's a run down of some of the great selection of Christmas offerings that will be available :-



On 19th July our 1 day old turkey chicks arrived from Farmgate Hatcheries (of Kellys Turkeys fame) and are currently thriving under the careful watch of George. We have been rearing turkeys for over 15 years and select only the best slow-growing strains and choose breeds renowned for their broad breasted quality which ensures good old-fashioned flavour

and texture. We have both traditional white and bronze turkeys and the welfare of the turkeys is of paramount importance (they are treated like children by George!). We ensure that the turkeys have freedom of movement, comfort and shelter as well as plenty to eat and drink and we believe that all these factors contribute to producing the perfect turkey. The birds are hand plucked and available in a variety of different ways to suit your needs:-



- * On-Bone
- * Boneless
- * Boned & Stuffed
- * Turkey Crown
- * Turkey Fillet

Our experienced butchers will be happy to discuss your needs and offer advice.

All our turkeys come with a cooking thermometer to help you cook your turkey to perfection as well as a leaflet to give cooking advice & ideas for leftovers.

Also look out for our Capons, ducks and gammons.

We also have a great range of beef, lamb and pork roasts which are an ideal alternative to turkey for family get-togethers over the festive period, some of the most popular are sirloin-on-the-bone, rib on the bone etc.

Why not put some of the following Primacy Food Village favourites on your Christmas shopping list:-

- * Pork & Cranberry Cocktail Sausages
- * Rich Fruit Loaves
- * Christmas Puddings
- * Festive Fruit & Vegetables
- * Cheesecakes, Pavlovas & Swiss Rolls

We also offer great gift ideas in our Gift Shop and our Food Hampers and Fruit Baskets make great presents!

We also offer a Christmas Carvery throughout the month of December which is tasty and great value for money

Our Christmas Food Fayre date is yet to be decided so keep an eye on our website for the exact date and come along and try our produce before you buy.

www.primacymeatsfoodvillage.co.uk

Due to exceptional demand we recommend that you place your turkey order early to avoid disappointment

HOLMLEA FARM



Holmlea Farm supply us with top quality potatoes. The farm is located on the Comber Road, Newtownards, an area renowned for the quality of the potatoes it produces. The land is easy

worked and excellent early cropping ground which produces the unique flavour of Comber potatoes.. The Donnan family have worked the land for almost 100 years and Stephen Donnan is a 4th generation farmer. Stephen explains that the daily routine on a potato farm is essentially the repetitive process of harvesting, grading, washing and packing. The Primacy Food Village van collects the potatoes in the mornings when the potatoes are literally just out of the ground. The potato varieties supplied by Holmlea are Navan, Rooster, Maris Piper, Kerrs Pinks and Fianna, a new variety which will be introduced later this year (the availability of these depends on the time of year).

GLASTRY FARM

Glastry farm supplies us with premium ice-cream and their success as one of the top ice-cream manufacturers in the U.K has been recognised through the 3 Gold Medals they have just won in the Great Taste awards 2010.



The Taylor family have been dairy farming at Glastry since 1856. The sixth generation, Gareth and Elizabeth, are now actively involved in the day to day management of the pedigree dairy herd. The farm now extends to 300 acres of high quality grassland which has

been both "U.K Grassland Farm of the Year" and "Northern Ireland Dairy Farm of the Year" and the clover pastures with high sugar grasses provides the unique quality milk and cream necessary for the ice-cream plant.

The daily routine on a dairy farm is very predictable, milking morning and evening, seven days a week With all the daily chores of looking after 200 'females'! all of whom have their own distinct personalities.

From the outset the Taylors decided that their ice-cream production would focus on natural, fresh and local with minimal food miles and carbon footprint. The products reflect the flavours of the region eg. yellowman honeycomb, bramley apple, rhubarb and custard and more recently the Kilbeggan whiskey flavour. The Taylors are always on the look out for new regional flavour ideas and have a shortlist for development in 2011-2012.

COMPETITION WINNER

Congratulations to Mrs Urey who won our Prize draw for £100 of Primacy Food Village Vouchers. Thank you to all those customers who took the time to complete our Questionnaire, the feedback is very much appreciated.

COMPETITION TIME

Answer the following question correctly (the answer is in our newsletter) and enter the draw to win:

1st Prize : £75 Primacy Food Village Vouchers

2nd Prize : £50 Primacy Food Village Vouchers

3rd Prize : £25 Primacy Food Village Vouchers

To be in with a chance to win please complete the form and pce it in the Entry Box in the Farm Shop before the 8th October 2010. The draw will take place on 11th October.

What breed of sheep do we keep on the Primacy Farm ?

Charolais Texel Simmental

Name _____

Tel.no. _____

Address _____

Email Address* _____

* If you provide your email address or mobile no. we will be able to keep you informed of Special Offers/Food Fayres etc.

FROZEN FOOD

We have extended our range of frozen food products to meet the demands of our customers. We have added our own range of frozen cheesecakes made by Molly in our Coffee Shop kitchen and some of our more popular ready-made meals are now available in a family size e.g lasagne, cottage pie. We have also extended our range of frozen fish which we source from McKeown's of Bangor. In the next few months we will be introducing a selection of our Carvery lunches to the frozen food section so you can enjoy our delicious Coffee Shop lunches at home.



CAKE AND PARTY CORNER

We have introduced a new area to our Gift Shop where we have a great display of cakes suitable for all occasions from birthdays & christenings to wedding cakes. Our aim is to provide beautiful bespoke cakes at affordable prices.

Our new section also includes a great range of kids party invitations including a new range of personalised invites which can be designed to match our personalised cakes. We also have an extensive stock of novelty candles suitable for all types of cakes, party bags and fillers and table accessories great for any birthday party.



PARTY FOOD MENU

This ties in with our Party Food Menu which provides a range of finger food, desserts and other dishes which are ready just to re-heat. The following are a few Examples of what is available, for further information please check our website or ask in-store for details.

E.g of Finger Food

Mini Sausage Rolls, Vol-au-Vents, Sandwiches, Chicken Kebab, Finger Ribs

Other dishes

Sliced cooked meats, Large Pies, Quiches, Honey Chilli Chicken, Beef Pepperpot

Desserts

Range of cheesecakes, Banoffee, Dressed Pavlovas, Apple Pie, Profiteroles



produce sourced local... naturally!

PRIMACY MEATS FOOD VILLAGE

Opening Hours:

Monday - Friday 8am to 5.30pm

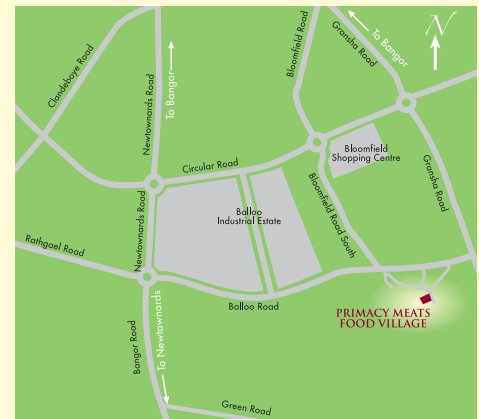
Saturday 8am to 5pm

Note: Coffee Shop opens 9.30am to 4.30pm Monday - Saturday

26a Primacy Road, Bangor, BT19 7PQ

Tel: 028 9127 0083

www.primacymeatsfoodvillage.co.uk



We are situated just off the Balloo Road, just before the Gransha Road junction. Look out for our signs. Ample on site car parking. Wheelchair friendly.