

Fred Elliott Butchers & Delicatessen, Banbridge



Challenge: Since the Covid 19 pandemic, Fred has recognised an increase in sales of his pre pack for direct sale lines, e.g. salads, ready meals etc. He felt that the consumer had more confidence in purchasing these lines. Fred wanted to respond to that demand & ensure that the labels for those lines were compliant, particularly in reference to Natasha's Law and wanted to ensure that all allergens were highlighted.

Solution: Under the InnovateUs Programme funded by the Department for the Economy, SRC provided 60 hours of funded mentoring to the business. Food Innovation Specialist Rachel up-skilled staff on mandatory retail label information. All recipes were collected, placed on the one system & ingredients were batched in descending order. We then spent the time reviewing all current labels, highlighting the areas of improvement.

Benefits: The team can create their own retail label with confidence with the knowledge that has been provided. The recipe development exercise has helped to ensure that the products produced are consistent & can future proof the recipes for any new staff coming on board. The recipes collected for all products is now stored in the one place on a format that will help the business cost the products accordingly to understand the correct retail price.

Quote(s) from project beneficiary: *Rachel has helped us immensely. She introduced the topic & kept us all at Fred Elliott's at ease. She kept us on the correct path for mandatory label requirements, particularly on our retail lines. Rachel has given us the confidence to create the retail labels ourselves, knowing what information is required to ensure all mandatory information is present.*