

# George Payne BUTCHERS

## George Payne to mark 30<sup>th</sup> anniversary by selling beef at 1987 prices

George Payne Butchers is beefing up its milestone 30<sup>th</sup> anniversary celebrations by offering prime beef roasts at the same price they were sold over the counter three decades ago!

We're rolling back the clock - and the prices – by serving up rolled beef silverside at a knockdown £3.58 per lb, compared to the present day price of £6.50 per lb. This one-off deal kicks in on Monday, May 22, and will run until the beef runs out, though we'll be hoping it lasts through until our actually 30<sup>th</sup> anniversary, which falls on May 29!

"It's all about giving something back to our many loyal customers who have shopped with us for years," said George.

This month and for the first time ever, we have also introduced prime beef cuts from Whitebred Shorthorn cattle – and these will form part of the cut price beef anniversary offer.

George explained: "Whitebred Shorthorns are bred mainly in the border counties of England and Scotland. In 2004, the Whitebred Shorthorn was added to the Rare Breed Survival Trust's Watchlist as a 'critical' status 1 breed, so by eating the meat of this endangered species our customers are actually helping to ensure its very survival."

Organic premium beef from pedigree Dexter cattle, along with prime beef from British Shorthorn, Highlanders, Aberdeen Angus, Galloway and Luining cattle, are also regularly on the menu at George Payne Butchers, and these breeds may also be in stock for the 30<sup>th</sup> anniversary price crunch.

Across three decades, George Payne Butchers has established and cemented gate-to-plate partnerships with local farmers, developing a highly regarded speciality in sourcing and serving up meat from traditional British and native breed cattle, sheep and pigs.

George added: "We've come a long way in 30 years and have some fantastic customers, many of whom have been with us since day one. We've also had a great team over the years, today led by shop manager Alex Daley, and I thank them one and all. One thing's for sure, without them and the support of our loyal customers, we certainly wouldn't be where we are today!"



Looking forward to beefing up the 30<sup>th</sup> anniversary milestone at George Payne Butchers are shop manager Alex Daley, Anthony Cunningham and owner George Payne.