

Honours shared across States in Sausage Kings national final

By Jon Condon 06 Feb 2012

Jason and Delvene Mathie with the beef division Sausage Kings national final trophy and honour board at Saturday night's award dinner. There is a new generation of 'Young Guns' populating the ranks of independent butchers across Australia, demonstrating plenty of retail savvy and customer awareness.

One of those leading the charge is South Australian butcher Jason Mathie, who together with wife, Delvene, owns and operates the Mathie's Meat Shoppe in the State's picturesque Clare winegrowing district.

The couple won the coveted beef category in the AMIC Sausage Kings national finals judged in Melbourne over the weekend (see this morning's separate story). The competition's beef category typically attracts almost double the entries of some other categories, making it particularly hard to win.

Mathie's Meat Shoppe has collected a series of business and industry awards over the past few years, in recognition of the butchery's innovative approach to retailing and the way it does business.

Last year it was acknowledged in the Advantage SA Regional Awards, receiving the Westpac Small Business Award at the Mid North/Yorke Peninsula award ceremony held at Port Pirie in October. The awards recognise achievements over the past twelve months.

Advantage SA, with the support of the South Australian Government, promotes and celebrates success within the State each year through the South Australian of the Year and Regional Awards programs. The Advantage SA Regional Awards provide an opportunity to celebrate and promote the achievements of individuals, groups and organisations that have made significant contributions to regional areas. They provide a benchmark, recognise and reward excellence.

In a summary attached to the awards, judges said the Mathie's business sold a wide range of quality meat products to local residents, tourists to the region, local clubs, businesses and retail outlets state-wide.

Local sourcing carries environmental weight. One of the key points of difference cultivated by Mathie's Meat Shoppe is a heavy focus on locally branded products. This has met the current consumer market trend, with sales evidence showing that consumers are more likely to purchase branded products than non-branded items.

"By using only local produce Mathie's Meat Shoppe has seen a benefit to the environment, experiencing a large reduction in overall transportation needs. This process has resonated well with increasingly environmentally-conscious customers, and the business now has increased control over the quality of its products, as well as being able to support industry in its region," judges said.

Other accolades gathered by the Mathies since 2010 include the South Australian Telstra Awards People's Choice Winner, and a series of regional and state wins in the Sausage Kings competition for Australian beef, continental, pork and lamb categories, as well as Gold and Silver medals for bacon and leg ham.

"It has been an honour to be recognised in the Sausage Kings and other business and industry awards we have received over the past three years," Mr Mathie said.

"It gives us motivation to continue to improve in all we do and continue to serve our region. We want to be seen as a business that can not only be relied on for excellence of product, but also a business that supports our local region and in some way is helping put regional SA on the map."