



PRESS RELEASE

Mathie's Meat Shoppe has continued its outstanding run of achievements by gaining recognition at the Advantage SA Regional Awards.

Mathie's Meat was awarded the Westpac Small Business Award at the Mid North/Yorke Peninsula award ceremony held at the Port Pirie Northern Festival Centre on Wed Oct 5. The awards recognise achievements for the past twelve months.

Advantage SA, with the support of The Government of South Australia, 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 South Australia over a twelve month period. They provide a benchmark, recognise and reward excellence.

Mathie's Meat Shoppe has been recognised as the winners of the small business award the on AdvantageSA website with the following summary:

Westpac Small Business Award

Winner – Mathie's Meat Shoppe

Mathie's Meat Shoppe is an established butcher shop located in the picturesque Clare Valley. They sell a wide range of meat products to local residents, tourists to the region, local clubs, local businesses and retail outlets state wide.

Mathie's Meat Shoppe differ from their competitors because they have chosen to focus on locally branded products. This has met the current consumer market trend, with undisputed evidence showing that consumers are more likely to purchase branded products than non-branded products. By only using local produce Mathie's Meat Shoppe has seen a benefit to the environment, as they experienced a huge reduction in their overall transportation needs. They now also have increased control over the quality of their products, and are able to support industry in their region.



Mathie's Meat Shoppe can now add this achievement to their growing list of achievements over the past two years.

2011

AdvantageSA Regional Awards – Mid North/Yorke Peninsula
Westpac Small Business Award Winner

2011

South Australian Telstra Awards
People's Choice Winner

2011

SA Australian Meat Industry Council Sausage King/Smallgoods Awards

- 1st Traditional Australian Sausage
- 2nd Chicken
- Continental
- Pork
- Gold Bacon
- Silver Smoked Boneless Leg Ham
- Deli Meat (Pastrami)

2011

National Australian Meat Industry Council Sausage King/Smallgoods Awards

- 1st Traditional Australian Sausage
- 2nd Continental

2010

SA Australian Meat Industry Council Sausage King/Smallgoods Awards

- 1st Traditional Australian Sausage
- Continental
- Pork
- Lamb
- 2nd Chicken
- Silver Smoked Boneless Leg Ham

"It is such an honour to be recognised. 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 upon for excellence but also a business that supports our local region and in some way is helping put regional SA on the map." Jason and Delvene Mathie

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