



PRESS RELEASE – MACBETH’S BUTCHERS

20th July 2009



Macbeth’s gets 3 Great Taste Awards for 2009

Macbeth’s Butchers, based in Forres, gained 3 awards in the prestigious 2009 Great Taste Awards run by the Guild of Fine Food. Macbeth’s won a gold star for their black pudding, haggis and sirloin steak. Jock Gibson, manager at Macbeth’s said “we are all really chuffed at entering three products into the Great Taste Awards this year and all three winning a prize. Everyone at Macbeth’s has put a lot of work into making our products special and that hard work would now appear to be paying off.”

Both the black pudding and haggis are made on their premises in Forres to recipes that they have been developing over the past twenty years. “We have always been proud of our black pudding but have tweaked the recipe here and there in recent years which would now appear to have paid off. The haggis recipe has seen major changes over the last couple of years and we felt that this year we had a product that we could be proud of so winning an award for it is especially pleasing.”

The sirloin steaks that were entered into the competition came from beef bred and raised on Macbeth’s own farm Edinvale, run by Michael Gibson. The beef was then hung on the bone for three weeks at Macbeth’s before being cut and sent to the competition. Michael said “we have been operating with the ethos of rearing traditional Scottish breeds for beef production in an as extensive manner as possible for nearly 30 years. The cattle are grass fed over the summer and we only use natural feeds mainly produced by ourselves during the winter. We believe that this produces some excellent beef and it is extremely gratifying to get the award to back it up.”

The Great Taste Awards, which is organised by the Guild of Fine Food and often referred to as the Oscars of the food industry, this year received 4873 entries. Of this 639 received a 1 star award, 308 a 2 star award and 83 a 3 star award.

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The Staff at Macbeth's showing off their award winning products
L-R Chris, Willie, Stuart, Kevin & Jock



Macbeth's homemade black pudding and haggis

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Award winning sirloin steak from 3 week hung grass fed beef.

Links:

www.macbeths.com

www.finefoodworld.co.uk

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