



MORE THAN "MEATS" THE EYE



Celebrating its 10th anniversary last year, Huber's Butchery shares its recipes for success and what sets it apart from the competition



From its humble beginnings at FairPrice Finest in 2007 with just 10 staff, Huber's Butchery today employs 130 and supplies meats and meat products to more than 800 food and beverage outlets, made possible by a sound move to take over an adjacent factory space in 2013 to meet the growing demand. There are plans to move to a bigger factory which will allow Huber's Butchery to export and provide more types of services, according to its executive director Andre Huber, who celebrated the company's 10th anniversary with their customers last year. "As we grow, Huber's is starting to use more and more technology to help achieve greater efficiency and accuracy," Andre reveals.



GREAT THINGS WILL NEVER BE ACHIEVED BY WORKING ALONE

The low turnover over the last 10 years speaks volume of the conducive working environment at Huber's Butchery where staff are treated like an extended family. "We try to foster a family culture with the staff since we are a family business," says Andre.

The company believes that its commitment to total quality can only be realised if it has a positively energised and fulfilled team who are encouraged to develop to their fullest potential. This could explain the slew of awards Huber's Butchery has won over the decade, beginning with the Promising Brand Award at the Singapore Prestige Brand Award in 2012 and following up with the Established Brand Award in 2014. Its wholesale division was awarded Gourmet Distributor of the Year at the World



Gourmet Summit Awards of Excellence 2015, and two years later, it was awarded Gourmet Retailer of the Year.

Most recently, Huber's Butchery won the Enterprise 50 award after grabbing another





Singapore Prestige Brand Award and going into the hall of fame for being the overall winner in the Established Brands category. However, there is no winning formula behind the wins. "It is hard work and simply doing everything a little better than the competition," explains Andre. "We provide groceries of the highest quality but we try our best to give good value and make it affordable for consumers. Our Dempsey store is becoming an institution for good quality food and good service."

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A FOODIES' WONDERLAND

Huber's Butchery has not rested on its laurels after being awarded the Best Gourmet Retailer by Singapore Tatler in 2013. At its huge store on 22 Dempsey Road, shoppers are presented with a dizzying array of choices from rows of chilled and aged meats, fresh produce, cheeses and imported sides, sauces and condiments in a retail space of over 13,000 square feet. Andre likens a shopping experience at Huber's Butchery to a wonderland for foodies who appreciate good ingredients.

More than 90 per cent of its meats are growth hormone free. Its vast selection of gourmet groceries and top quality meats include award-winning brands of meat and food products which are imported. The sausages, hams, bacon and



cold cuts are also unique to Huber's as they are produced with Huber's own family recipe.

"Beef is our top seller especially the most awarded beef brand in Australia like Stockyard, Angus and Wagyu beef. Our sausages are very popular too," Andre discloses.

EMPHASIS ON CUSTOMER SERVICE

Visiting Huber's Butchery is not just a grocery trip but rather, an all-encompassing foodie experience that begins on a warm and relaxed note as staff greets customers the instance they enter the store's second level. They also make an attempt to remember the customers' names and preferences, and are always happy to give tips, advices and suggestions as they portion meat à la minute. Customers will see Meet-the-Farmers posters above the butcher's counters informing them the source of the meats they are purchasing.

"We try to help as much as possible and offer information to the customers on which cut to choose and how to cook it," adds Andre. "We place an emphasis on customer service and bringing in meats and groceries that the customer wants at a good value. We don't just go with the mentality to sell you a product, we go on to teach you how to use it through the staff, through cooking classes held in store and through our social media, especially YouTube where we do butchery and cooking videos."

Customers can also choose to have cuts of meat dry-aged in the company's special dry-ageing chiller for a small fee. Huber's can custom-produce sausages using customers' recipes for a minimum order of 5kg. The raw sausages made at the Dempsey store contain no chemicals, preservatives, MSG or fillers. So popular are the sausages that Huber's had the privilege of catering them at Prime Minister Lee's residence during the Chinese New Year in 2012.



"MEATING" EXPECTATIONS

Over the years, customers have become a lot more knowledgeable so a staff will need to be well trained in order to tell customers the right things and carry a conversation. Moreover, customers nowadays expect more convenience and promptness. So the company must continuously improve its product and service quality to meet the stricter demands.

"We train our staff and feed them with all the necessary information needed to give good service. We have developed an online store where customers can order at anytime and get it delivered to them," comments Andre. He also shares three tips for running a successful store: "Ensure your product and service is good and consistent. Set up systems to help you achieve this and hire the right people and treat and train them well."

"What excites us and drives us to move forward is providing wholesome meats to the local market. We take satisfaction in watching families gather around a dining table and having a wholesome home-cooked meal. What we place on the counters and shelves are what we will also feed our families with," concludes Andre.