

excite your appetite!

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ANDRE HUBER Huber's Butchery

When it comes to the subject of meat, European-styled premium specialty store Huber's Butchery certainly knows best. Master butcher and renowned chef Mr Ernst Huber and his two sons, Ryan and Andre, are the passionate driving forces behind this family-run business' rise to the very top of the food chain.

Huber's Butchery, according to executive director Mr Andre Huber, was conceived in 2007 when the brothers decided to put the formidable skills and knowledge they learnt from their father to good use. They commenced operations at their factory in Pandan Loop in 2007 – specializing in the import of meat and manufacturing of sausages, ham and cold cuts – before opening a retail shop cum bistro at Dempsey Hill, which offers sit-down meals and takeaways.

"We also retail gourmet grocery products besides our top quality meats, such as cheese, vegetables, seafood, bread and beverages," explains Mr Huber. "When putting a gourmet meal together, you can almost skip the supermarket altogether when you come to Huber's Butchery." The brand's reputation as the master of meat and purveyor of the finest cuts, sourced from countries like the US, Australia, Switzerland and Argentina, has preceded them – it has grown to become a 90-strong outfit and supplies to over 400 food service customers.

"Singaporeans' tastes have become more worldly and educated," adds Mr Huber. Despite the venerable origins of their trade, the brothers have been unceasing in their efforts to innovate. They launched an e-commerce website in 2011, which allows customers to place their orders online and have their groceries delivered to their doorstep islandwide, while they also opened Huber's Deli in gourmet market PasarBella at Bukit Timah's revamped Turf City. The 550 square feet outlet focuses on a variety of grilled gourmet sausages served in baguettes.

And in Singapore's rapidly evolving F & B landscape, the duo is anticipating a bright future for the business. Says Mr Huber: "We want to be Singapore's premier producer



Up Close & Personal

Your website features a MeaThesaurus. What is that about?

It should be ready in about two months' time – this will be a place where we share all our knowledge about meat. Information on the different cuts, how to choose, store and handle meat and what meat suits which type of cooking, etc.

How does Huber's Butchery differentiate itself from the rest of the competition?

Everyone tries to do something unique but sometimes the basic or traditional way is best. However, it is important to continuously improve on your product quality, service and value to the customer.

Does Huber's Butcher engage in sustainable practices?

It would mainly be sustainable farming. We work with suppliers who are ethical and treat the animals and land properly. We also do our part for the environment by switching to degradable plastic bags and having cooler bags and reusable bags.

What are some qualities that every entrepreneur should possess?

The willingness to make decisions and take action even if it means making mistakes.

What is a valuable business lesson you have learnt?

You get the best out of others when you give the best of yourself.

and supplier of high quality meat products and services. Building a good reputation and earning the trust of those we serve and work with are what drive us every day."

What we think or what we know or what we believe, is, in the end, of little consequence. The only consequence is what we do