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*For immediate use*

**Dingwall butcher marks centenary with Quaich Presentation**

Dingwall-based John M Munro Butchers has been presented with an engraved quaich as it marks its 100-year anniversary of trading.

Managing Director Charlie Munro accepted the quaich at the Black Isle Show on Thursday 4th August from Quality Meat Scotland’s Chair, Kate Rowell, Chief Executive, Sarah Millar and NFUS Vice President, Andrew Connon.

Established in 1922, John M Munro is the leading meat supplier in the north of Scotland. The company runs six retail shops across Inverness-shire and Ross-shire and employs a team of 95 staff.

Blending traditional values of good service and value for money, the company uses modern production methods and is a member of the [Scotch Butchers Club](https://www.scotchbutchers.com/), meaning all red meat bears the Scotch Beef, Scotch Lamb and Specially Selected Pork seal of approval.

The company also operates a local abattoir that helps distribute quality meats across Scotland Recent investment of £1 million has allowed the butchers to streamline processes and upgrade its chilling facilities within the cutting plant and abattoir.

The company currently delivers to butchers from Fife and Glasgow to Shetland, and from Aberdeen to the Western Isles.

**Sarah Millar, Chief Executive at Quality Meat Scotland, said**: “It was a real privilege to be able to present Charlie and his team with the quaich.

“Celebrating 100 years in the industry is a momentous achievement and highlights just how hard Munro Butchers has worked to adapt and tackle the industry’s challenges over the years in order to continue serving Scotland’s northern communities.”

**NFU Scotland Vice President, Andrew Connon said:** “Scotland’s butchers play an incredible part in telling the great story behind our beef, lamb and pork to their customers.

“For a century, the Munro family have been telling that story all the way from farm gate to dinner plate, through its own shops, its abattoir and the many other butchers that they now supply.  On behalf of the many farmers and crofters who continue to supply the Munro family with quality produce, I congratulate them on 100 years and wish them many more years of successful service to the Scottish livestock industry.”

**Charlie Munro, Managing Director of Munro Butchers, said**: “When our family started the business in 1922, I’m sure we never anticipated reaching 100 years of trading. Our success lies with the consistently high quality of our local livestock, and with the hard work and skill of our staff, some of whom have more than 40 years of experience within the industry.

“We’re over the moon to be presented with the quaich and hope to still be serving fresh, quality meat to our local communities in the next 100 years.”

For more information on Munro Butchers, visit [www.munrobutcher.com](http://www.munrobutcher.com).

For more information on QMS, visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk).

**ENDS**

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**QMS**

* QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad.
* Please note that the use of the word Scotch in the Scotch Beef UK GI and Scotch Lamb UK GI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.
* QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.
* The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.
* Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.
* For more information visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.

**Munro Butchers**

* Established in 1922 in Dingwall, Munro Butchers runs six retail shops across Inverness-shire and Ross-shire.
* Recent investment of £1 million has allowed the business to streamline its processes and upgrade its chilling facilities within its cutting plant and abattoir.
* Munro Butchers currently delivers to butchers north of the Forth Road Bridge – from Fife to Shetland.
* For more information, visit [www.munrobutcher.com](http://www.munrobutcher.com).