New Release

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*For immediate use*

**From farm to fork in Musselburgh, Pinkie Farm partners with The Butchery**

Award winning convenience store, Pinkie Farm in Musselburgh, has partnered with Scotch Butchers Club member, The Butchery, based in Lockerbie to bring locally born, reared and processed meat to its customers.

Built in 2014 on the site of the original farm, Pinkie Farm Convenience Store is an independently owned business that recently joined the SPAR Scotland symbol group, another family run Scottish business. The Butchery is a true "Farm to Fork" supplier with its own farm and processing site producing Scotch Beef, Scotch Lamb and Specially Selected Pork.

Pinkie Farm, Managing Director, Dan Brown said: “We have been looking for a true farm to fork butchery supplier for some time now and are delighted to have found The Butchery. We have been incredibly impressed with the quality, innovation and heritage of their products and are very excited to be introducing them to our customers.”

John Carlisle from The Butchery added: “We are delighted to be expanding our retail range to Pinkie Farm. Providing a variety of 30 different products from premium steaks, burgers, sausages and our famous steak pies. The store pride themselves on their points of difference, working with many different local suppliers and creating a range of their own products under their Carla's Kitchen concept.”

With a range that’s unique for a convenience store, the partnership delivers the best of Scotland’s red meat to East Lothian.

QMS Director of Market Development, Tom Gibson said: "Quality Meat Scotland is thrilled to witness the dynamic partnership between a convenience store and a member of the Scotch Butchers Club. This collaboration showcases the commitment of both parties to delivering high-quality Scottish red meat to consumers. By combining the convenience of a local store with the expertise of a skilled butcher, together they offer customers the best of both worlds—an accessible shopping experience enriched by the craftsmanship and provenance of our premium products. It's a testament to the value of collaboration and the shared goal of providing consumers with exceptional choices and flavours."

ENDS

335 words

**Notes to editors:**

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI 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 or follow QMS on Facebook or Twitter.