**Press Feature Questions**

1. **Can you provide a brief history of Binns Quality Meats ?**

**I began my career at the age of 14 working in the family butchers until my late twenties. At this time I felt it was the right time to start a shop of my own. To achieve this Mandi (now my wife) sold her beloved sports car and with my savings “Binns Quality Meats” was born. Our first shop was located in the centre of Bradford in what was known as “Rawson Market”. We successfully grew the business and rapidly gained customer loyalty. In 2002 we moved across the road into larger premises known as the “Oastler Shopping Centre”. Here we enjoyed continuing to build our business from strength to strength and it was here we introduced “The Quality Yorkshire Pie Co by Paul Binns Quality Meats”. We built a bakery unit opposite my existing shop in April 2016 and my wife, who loves baking learnt the art of pastry and joined us on our new venture.**

**In July 2016 due to my father’s ill health, we had an opportunity to purchase his shop in Saltaire and, after great consideration, we decided to go ahead with the purchase and run the other two sites alongside. After 6 months Mandi and I decided to sell our Butchers in Bradford City centre and to close our bakery and relocate everything to Saltaire.**

**We have seen rapid growth since we arrived, Saltaire is a wonderful location and we have enjoyed every moment , the shop has now been refurbished throughout and we are excited for the future.**

**2.            How has the business grown over the years?**

**We have enjoyed growth over the years through the good and bad years of our economy. I feel we have been able to achieve this through a good understanding of our customer needs and understanding what is needed to ensure we stay with the correct trends to match our customers.**

**3.            How did you get into butchery?**

**I have been a butcher all my working life, my father started in Rawson Market, Bradford many years ago, he taught me from a very young age about farming and butchery and I have lived and breathed it with great passion ever since.**

**4.            Who does your butcher supply too / what is your customer base / profile**

**We supply to various outside establishments including restaurants, cafes, nursing homes, public houses and children’s nurseries.**

**Our customer base in the shop is local residents, heritage site visitors, office workers, the building trade as well as our existing customers who followed us from Bradford City Centre**

**5.            Where do you source your meat from? Is it local? Or free range?**

**We source our meat from Livestock markets in Yorkshire to ensure that we provide handpicked quality meat and this includes heifers under 18 months old. All our meat is local and farm fresh and we offer free range which is also locally sourced.**

**If so, why do you feel this is important?**

**Purchasing local meats ensures we have full traceability, minimalizes travelling and supports the welfare of all our animals.**

**6.            Do you have a speciality product? / What is your best seller?**

**Traditional Pork Sausages, Jumbo Scotch Eggs and a range of 21 day aged steaks**

**7.            Do you also have a Deli counter, what kind of products do you provide?**

**We have an in house bakery which hand produces pork pies, meat pies, pasties, sausage rolls, cooked meats, plate pies, Scotch Eggs, sandwiches and sweet treats**

**8.            Has your meat or products won any awards?**

**9.            How big is your team of staff? Are they long-serving?**

**There is myself and my wife Mandi**

**Lee- Butcher**

**Kieran – Butcher and Front of house**

**Phillippa - Chef/Baker**

**Tracey - Retail Assistance**

**10.         Are you a member of the Q Guild, or any other trade body and how has this benefited the**

**shop?**

**We are now members of the Q Guild**

**11.          Do you have a company philosophy or a ‘secret to success’?**

**Customer service is key, understand your client base, be polite with the best produce, knowledge and the rest will come.**

**12.          What do you enjoy most about butchery?**

**I enjoy it from the whole aspect of selecting “live” produce & providing our customers excellent locally sourced quality cuts, supporting local farmers &ensuring our client understands every stage from farm to fork.**

**13.          How have you invested in the business over the years?**

**I believe in always having the best tool to do the job. So investment is a big priority to us and has always been an ongoing project since I started in business. Since moving to the shop in Saltaire we have heavily invested in refurbishing the shop from top to bottom, this has been ongoing since and we hope to finally finish this summer.**

**14.          What are your plans for the future?**

**To continue to grow in all areas and to ensure that we enjoy every moment.**

**15.          Is there any other information you feel is interesting to share?**

**My wife went from working in IT for 20 years to baking pies in 3 months!**

**Family history, famous customers, most unusual customer request**

**Finally - If you were hosting a dinner party;**

**Who would you invite? Jeremy Clarkson**

**Which cut of meat would you serve? French trimmed rib of beef**

**Where would it be held? Silverstone**

**And when you have some spare time – do you have any favourite pastimes?**

**Gadgets and cars**