

The Meat Warehouse Vs Super Butcher....The Meat Wars

The Meat Warehouse and Super Butcher featured on Today Tonight during October 2009 and it was an amazing story of the Meat War that is emerging between the butchers.

Kevin Masterson CEO of the Meat Warehouse and Andrew McDonald CEO of Super Butcher are waging a war against excessive supermarket prices, dodgy butchers and anyone that is ripping of the customers.

Today Tonight exposed Andrew as a failed abattoir operator, declared bankrupt and said his advertising was meaningless.

There was a great segment on how Kevin Masterson was showing customers the purchase price, sell price, profit margin, origin of the product and Ausmeat Grading / Classification.

Kevin said his business was the first in Australia to show customers how much profit they made on specials and they were determined to use the Ausmeat Grading so customers knew exactly what they were getting.

The video of the story can be seen at <http://www.youtube.com/watch?v=nUcHqiz2Dyl>

Both Butchers are based at Yatala and can be accessed via Exit 41 off the Motorway.