

# MEET OUR BRILLIANT BUTCHERY TEAM



# A WORD WITH A BUTCHER



Meet Jamie, a Butcher here at Hollow Trees, who has been with us for almost 4 years!

## JAMIE, WHAT'S YOUR FAVOURITE HOLLOW TREES FARM BUTCHERY PRODUCT TO MAKE, AND TO EAT?

I like a variety of our products, but my favourite would have to be our Chicken Kievs as they're fun to make and taste amazing.

## TELL US ABOUT YOUR CUSTOMERS AND SUPPLIERS

There are many notable customers, who we have built good friendships with, and are local to the area. We have a few local suppliers we work with: Hog and Hen, Diaper Poultry to name a few.

## WHAT WOULD YOU SAY IS YOUR TOUGHEST MOMENT IN THE BUTCHERY?

It would probably have to be the period during covid, due to the rush, and not expecting it at the time.

## WHY IS HOLLOW TREES BUTCHERY SO SUCCESSFUL IN YOUR OPINION?

Due to the effort, hardwork and commitment of the team. We always try to be different from our competitors.

## WHAT PRODUCT WOULD YOU RECOMMEND AT THE MOMENT?

Due to the heat at the current time I would suggest the bbq range, kofta, burgers etc.

## WHAT IS YOUR FAVOURITE BUTCHERY MOMENT?

Getting to work with the fantastic team in the butchery, passing my apprenticeship was a good moment also

## HOW DO YOU FEEL ABOUT THE REBRAND AND REVAMP?

I like the revamp it's fresh and gives a modern feel to the butchery

## SUM UP HOLLOW TREES BUTCHERY IN 3 WORDS?

Brilliant, Fresh, Local

JAMIE UNDERTOOK HIS BUTCHERY APPRENTICESHIP WITH US AND M.E.A.T IPSWICH, AND COMPLETED THIS, QUALIFYING AS A BUTCHER, IN 2021!



# A WORD WITH A BUTCHER



## Meet Alex, our Butchery Apprentice

### TELL US A BIT ABOUT YOUR HOLLOW TREES JOURNEY

I'm Alex, and I have been working in Hollow Trees Butchery for 4 years. I started as a Weekend boy and last September I started an apprenticeship, which is going very well.

### WHAT IS YOUR FAVOURITE BUTCHERY PRODUCT TO MAKE, AND EAT?

My favourite product to make is the Stuffed Pork Rack Roast. I enjoy making this as the end product is very aesthetically pleasing to the eye and as an added bonus taste very good too!

### HOW DO YOU FEEL ABOUT THE REBRAND AND REVAMP?

I feel the rebrand and revamp have further modernised the butchery meaning customers have more information on where our meat comes from. The new dry ager is also a really good piece of equipment as customers are able to order a piece for weeks in advanced and see the transformation into a well-aged and full of flavour piece of meat.

### TELL US ABOUT HOLLOW TREES MEAT

Hollow Trees Butchery is very unique as all of our Beef, Lamb, Pork, Goat and Mutton all come from our own farm which means minimal food miles and very high quality of welfare leading to some excellent animals with great taste. For our chickens we use local Suffolk suppliers who always gives us the highest quality of hens.

### WHY IS HOLLOW TREES BUTCHERY SO SUCCESSFUL IN YOUR OPINION?

Hollow Trees Butchery is so successful because we all work as a team and provide a great customer experience with the highest quality of meat products which entices the customer back for more.

### WHAT DO YOU ENJOY DOING, AND WHAT IS YOUR FAVOURITE MOMENT?

I enjoy serving all the customers who come to Hollow Trees Farm, it's nice to provide them with a brilliant service and help them choose something tasty to eat.

My favourite moment at Hollow Trees Butchery has to be at the end of a busy period where you know you have fulfilled as many customer desires as possible.

### SUM UP HOLLOW TREES BUTCHERY IN 3 WORDS?

Modern, Innovative, Successful



ALEX RECOMMENDS OUR  
GARLIC AND HERB  
BUTTERFLIED LEG OF LAMB!



# A WORD WITH A BUTCHER



## Meet Tina, our Butchery Assistant

### TELL US A BIT ABOUT YOURSELF

I'm Tina. I've been working at Hollow Trees for almost two years, but have worked as a butchery assistant for Thirty Six years.

### WHY DO YOU THINK HOLLOW TREES FARM BUTCHERY IS SO SUCCESSFUL?

Hollow trees butchery is successful due to using their own animals and the friendly customer service we provide to help the customers.

### WHAT IS YOUR FAVOURITE BUTCHERY PRODUCT TO MAKE, AND EAT?

I like the challenge of creating different products. My favourite product would have to be the Breakfast Turnovers followed by the Curried Goat and Mango Chutney Parcels.

### TOUGHEST TASKS?

I find the lack of my height sometimes a problem when it comes to serving customers reaching for the products at the front of the counter and also struggling to reach the hooks when hanging the sausages up in the fridge once I've made them. LOL.

### WHAT HOLLOW TREES PRODUCT WOULD YOU RECOMMEND?

I personally would recommend the Black Pepper and Stilton Sausages, they are a favourite in my household - Ideal for those bbq's or try them in a toad in the hole!

### HOW DO YOU FEEL ABOUT THE REBRAND AND REVAMP?

I love the new look of the butchery, it makes it stand out in the shop. A nice welcome to the customers

### SUM UP HOLLOW TREES BUTCHERY IN 3 WORDS?

Superb Quality Meat

**DID YOU KNOW  
TINA WON OUR BUTCHERY  
MOTHERS DAY COMPETITION?  
HER ENTRY OF CURRIED LAMB AND  
MANGO CHUTNEY PARCELS WAS THE  
TOP SELLER FOR MOTHER'S DAY 2021**





# A WORD WITH A BUTCHER



## Meet Anthony, our founding Butcher!

### INTRODUCE YOURSELF...

I'm Anthony and I've been working in the Butchery for 10 years, I was here when it was being built and saw it all come together.

### WHAT'S YOUR FAVOURITE PRODUCT TO MAKE?

Favourite product is the Parmesan Crumbed Pork Cutlet, always cooks up perfectly.

### FAVOURITE HOLLOW TREES FARM BUTCHERY MOMENTS?

Favourite moment, listening to Brentford be promoted to the Premier league on the radio on a busy Saturday afternoon, and coming back from paternity leave and seeing the Butchery had been decorated with balloons and the blackboard sign congratulating me on the birth of my children.

### TOUGHEST BUTCHERY MOMENT?

Toughest moment having to go home early at Christmas due to covid and not being able to help the team through our toughest and busiest time of year.

### HOW DO YOU FEEL ABOUT THE BUTCHERY REBRAND AND REVAMP?

I love the rebrand, it's been a long time coming and the ten year anniversary is a perfect excuse to have it!

### WHY IS HOLLOW TREES SO SUCCESSFUL IN YOUR OPINION?

Hollow Trees is so successful because every department lends itself to each other, not one could do it without the other and we all support each other with whatever is in front of us.

### SUM UP HOLLOW TREES FARM BUTCHERY IN 3 WORDS?

Strength to Strength!



ANTHONY FEATURES IN  
SALLY AND ROBERT'S  
'DECADE OF BUTCHERY'



# A WORD WITH A BUTCHER



## Meet David, one of our Butchers

### INTRODUCE YOURSELF...

I'm David.

I have been at Hollow Trees for 5 1/2 years & have been in butchery for 36 years

### WHAT'S YOUR FAVOURITE BUTCHERY PRODUCT?

My favourite meat to work with is lamb from breaking down the carcass to creating ready to cook products it is my favourite meat to eat, there's nothing better than a slow roasted shoulder of lamb, straight from the farm.

### WHAT DO YOU ENJOY AT HOLLOW TREES?

I like to help customers choose something when they don't know what to get, from an intimate meal for 2 to a more extravagant dinner party.

It is lovely to work with so much home reared meat as we know exactly where its come from & how well it has been looked after & what we don't rear ourselves we get from trusted local suppliers.

### TELL US ABOUT THE BUTCHERY REBRAND AND REVAMP?

We have had a make over this year as part of our 10 year celebrations to freshen the place up & make us stand out in the store

### TELL US ABOUT YOUR CUSTOMERS

We have a good regular customer base & new customers who come to visit the farm trail. We always try to create a range of tempting products to suit every budget. It is good to see new customers coming back as they have enjoyed what they bought.

To sum up the butchery in 3 words: local, fresh & friendly.



DAVID EVEN MANAGED TO RECRUIT A NEW CUSTOMER WHILE HAVING A COVID JAB...NOW THEY COME REGULARLY.



# A WORD WITH A BUTCHER



Meet James, one of our Butchery Leaders,  
and firm favourite with our customers.

## INTRODUCE YOURSELF...

I'm James, and I've been at Hollow Trees for almost 9 years.

## TELL US ABOUT YOUR TOUGHEST MOMENTS IN THE BUTCHERY

One of the toughest moments for me, was the first Christmas when myself and Anthony ran the Butchery together as joint leaders, making sure we could give people the best Christmas meat, and making 3500 + pigs in blankets!

Also, the dreaded Covid, which was like nothing i've ever seen before, and hopefully will not see again!

## WHAT BUTCHERY PRODUCT WOULD YOU RECOMMEND AT THE MOMENT?

For a traditional cut, I would recommend our Red Poll Dry Aged Rump Steak, which has been in our special dry ager fridge for 3-4 weeks.

For something a little less traditional, I would recommend our Curried Goat and Mango Chutney Puff Pastry parcels. (very scrummy!)

## SOMETHING YOU'RE THANKFUL FOR?

I feel grateful for every customer who supports us, and look forward to meeting many more.

## WHAT'S YOUR FAVOURITE PRODUCT TO MAKE?

This would have to be our Home Grown Boneless Loin of Lamb, stuffed with Feta, Sun-dried Tomatoes and Spinach, topped with a Garlic and Herb Glaze.

## HOW DO YOU FEEL ABOUT THE BUTCHERY REBRAND AND REVAMP?

The rebrand and revamp has been great. Not only does it enable us to tell the story of our Home Reared meat, but also gives the Butchery a chance to let our customers see the dry aging process of our fantastic Beef!

## WHY IS THE BUTCHERY SO SUCCESSFUL?

I think we are so successful are because we are determined to give our customers 'service with a smile'. We are quite unique in that we produce so much of our own meat here on the Farm! We can offer something different to the traditional butchers with our creative meal solutions.

## BUTCHERY IN 3 WORDS...

Creative, caring and awesome!



JAMES WAS AWARDED  
HOLLOW TREES  
EMPLOYEE OF THE YEAR  
IN 2016!

