

## **For Immediate Release**

### **Meat on the Motorway**

Tebay Services, the only family owned and run Motorway Services in Britain has just achieved another first by opening the first Butchers Counter on the British Motorway. The first to open Farm Shops on a Motorway in 2003 – the Butchers Counter was the natural progression for Westmorland Ltd - a local Company with its roots firmly in farming and with a passion for Cumbria, a County renowned for its livestock.

The Dunning family who own and run Tebay Services, also own the Farm which adjoins Tebay Services. Sarah Dunning, the Chief Executive of the only family owned and run Motorway Services in the UK, took the decision to open the Butchers Counter with cutting and meat maturing room at Tebay Services because the Company only wanted to sell beef and lamb from its own Farm.

Sarah Dunning commented “For us it is vital that we can manage our meat from the farm to fork. Not only does this benefit the environment through reduced food miles, it also means we have maximum traceability as we know precisely where our meat has come from, down to the exact animal. It also means we can offer our customer our own consistently high quality fresh meat in both the food that we produce and sell in our restaurants and in our new Butchers Counter. It is certainly unique to have this level of quality and traceability in a Butchers Shop let alone a Motorway Service Area”

Bob Day, who has managed the Dunning Farm at Tebay for the last 20 years takes great pride in his stock management, treating every animal with respect, care and attention. He farms Galloway and Blue Grey beef cattle, Herdwick and other hardy traditional hill breeds, which are best suited to the harsh upland landscape. The stock are grass fed and reared slowly on the Cumbrian Fells using natural and sustainable farming methods

Bob Day, Farm Manager commented “I ensure only the lambs and beef cattle in peak condition go to the local abattoir. I transport the animals myself to ensure they are relaxed and content. Evidence proves low stress levels yield high meat quality”

The traditional Butchers Counter located within the Farm Shop at Tebay Services southbound include a meat maturing room and cutting room. Our Butcher, David Morland and his team prepare the beef and lamb from our Farm adjoining Tebay Services. To develop flavour and

tenderness, our beef is traditionally hung on the bone, in the maturing room, which you can see from the Butchers Counter. It is then sold on our fresh meat counter as well as supplying all our other business including the Cafés at Tebay Services, Westmorland Hotel and Rheged.

Our Butcher, David Morland, a farmer's son from Tebay, has worked as a butcher for 18 years and as a meat hygiene inspector for 10, and he is passionate about animal welfare.

David Morland commented "My career has given me extensive experience in every aspect of meat from farm to fork and the secret of our success is my close working relationship with Farm Manager, Bob Day"

The Butchers Counter is stocked full of beef steaks, topside, silverside, mince, our popular home made Galloway burgers, rack of lamb, chops, shanks, rump and leg steaks and rack of lamb, through to Ox tail, Ox liver, beef olives, lamb fries and sweetbreads. We sell local sausages, pork, chicken, venison and game. You will also find meats marinated within the store.

Staff working on the Butchers counter, can advise on how to cook your cuts of meat if required and can cut and hand trim the meat according to individual requirements. Specially designed cool bags are available for long journeys and there is an order and collect service, so before leaving home you can order your preferred meat cuts, which will be ready to collect on arrival at Tebay Services. This summer, our customers will also be able to collect meat boxes, cut and packaged to order.

The Farm Shop at Tebay Services southbound, where the Butchers Counter is located offer an extensive range of carefully selected local and artisan specialities including over 40 British farmhouse cheeses. We sell delicious handmade pies and sausage rolls, made from Gloucester Old Spot pork. The Farm Shops also have a good selection of bacon, freshly baked bread, delicious cakes, jams, relishes, chutney's, pickles and vinegar, fresh fruit and vegetables and seasonal food hampers.

**ENDS**

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