

Enterprise Awards 'Company of the Decade'

WALDRONS

THE TASTE OF HOME CURED

In the Beginning....

Waldron Meats is owned and managed by husband and wife team Michael and Yvonne Waldron. Michael has gained a wealth of experience in the meat industry dating back to his late teens when he first began selling pork and bacon products to local retailers in the West of Ireland.

Throughout the early days of his sales career, Michael leveraged his direct contact with retailers to truly understand and appreciate customer expectations and preferences for pork and bacon related products. As consumer demand for meat products increased, a notable trend was emerging which placed significant emphasis on 'mass production'. Suddenly the flood gates opened inviting a host of new entrants into the marketplace.

Michael began to realise that this drive towards mass production was beginning to put a 'squeeze' on the length of the curing cycle. Having grown up with an appreciation for traditionally 'Home Cured' ham and bacon products, Michael realised the significance of a slow curing process in the delivery of a tasty premium quality product.

Traditional cured bacon is not only a taste sensation but is part of our food heritage and in 1989 he decided to channel this belief and expertise into forming his own company based on a unique slow cure process that is traditional to the West of Ireland.

With this in mind he joint forces with his wife Yvonne whose background in finance provided the perfect launch pad to establish a new business venture and hence Waldron Meats was established.



The Taste of 'Home Cured'

Waldron Meats manufacture, process and distribute a range of tasty products to include primal bacon joints, pork joints, rashers, sausages, black and white puddings and cooked meats. Central to the Waldron Meats philosophy is the following set of core beliefs which ensure production and delivery of a competitive but unique line of pork and bacon products for the Irish consumer

1. 'Taste' and 'Flavour' are the distinctive hallmarks of producing a unique but competitive pork and bacon product line
2. 'Taste' and 'Flavour' are directly attributable to the core ingredients and procedures involved in the curing process
3. The cure must be based on a traditional home style cure recipe so customers can really taste the difference
4. Sufficient and ample time for a slow curing process must be an integral part of the production cycle so that the cure can absorb fully into the meat
5. The curing process must be complete at the production premise and not while meat is in transit
6. Only fully traceable 100% Irish Pork should be used as the core natural ingredient



WALDRON MEATS

Brideswell, Athlone, Co. Roscommon, Ireland

Tel: 090-6488220 Fax: 090-6488985

Email: info@waldronmeats.ie www.waldronmeats.ie

WALDRONS

THE TASTE OF HOME CURED

Quality Assurance & Quality Control

The company is accredited with the National Hygiene Award for excellence and they hold the ISO 9001: 2000 certification. These accreditations are testament of their commitment to the highest standards of hygiene and quality. All Waldron products proudly display the hygiene and ISO marks, clearly indicating to consumers a passion for excellence. The company premises and production processes are all approved by the Department of Agriculture confirming all products and practices adhere to the most demanding and rigorous set of current legislation. Ongoing audits ensure that strict adherence to these standards is observed and respected on an ongoing basis. They have consistently achieved and maintained ISO 9001:2000 Certification since 1999.

Leading the way with Product Innovation

Both Michael and Yvonne believe in a shared vision for Waldron Meats which is to continue to invest in renewed product enhancements based on key market trends, customer tastes and preferences. The result is an authentic and innovative product line characterised by a unique set of recipe flavours, packaging and product sizes with a significant healthy meat content.

Unique Recipes & Flavours

Waldron Meats' sausage line spans a wide variety of tastes and flavours from their core traditional sausage recipe to their specialty sausage ranges which include their Rosemary and Garlic sausage, Ginger and Leek sausage, and their Smokey BBQ sausage, all of which won first, second and third place respectively at the 2008 Craft Butchers Manufacturers Awards. Their Continental Back Bacon Joint is ideal for roasting, providing the perfect tasty alternative to boiled bacon coated in a melange of herbs and seasoning. These tasty recipes appeal to a younger target market whose adventurous palette represents a shift towards a contemporary but equally great tasting sausage. Other flagship Waldron Meats recipes include Chilli and Coriander Sausage, and Pork & Herb with Italian Cheese.

Varying Product Sizes

Convenience is one of the key trends driving consumer food purchases and no where is this more evident than in the processed meat sector. Michael and Yvonne ensure that their product line addresses this customer trend by tailoring the product size to meet consumer demand. Mini Pudding sizes allow customers to sample tastings of the various pudding recipes. Breakfast family pack sausages, cocktail sausages and catering packs combined with different size pork and bacon joints address the needs of the single person and those of varying family sizes and the catering market equally as well.

Healthier Meat Content

The company prides itself on using 100% Irish Pork meat as the basic core ingredient in all its products. Careful pork selection with 100% traceability ensures that only the finest and freshest pork and bacon joints, sausages, rashers and puddings reach the retail shelf and customer table. In addition, their sausage line contains a high percentage meat content 70%, which well exceeds industry average. This higher meat content aims to reposition sausages as a healthier choice option for snacks, lunches and dinners.



Award Winning Product Range

One of the outstanding hallmarks of Waldron Meats' success to date is its consistent 'wins' of National Awards. Its most recent achievements includes the 2008 Craft Butchers Manufacturers awards where they secured 'National Gold Award Winner and Medalist' in the 'Traditional Sausage Category', 'Specialist Sausage Category' and 'White and Black Pudding Categories'.

Other Waldrons Meats Awards include:

2007, 2006, 2005 National Silver Awards for Sausages and Puddings

.....
National Manufacturer Champion of the year 2005 for White Pudding

.....
National Silver and Bronze for Speciality Sausages and Pudding in 2004

.....
National Silver Award For Honey Baked Ham 2003

.....
National Gold Award for Black Pudding 2003

.....
National Manufacturer Champion of the year 2003 for Traditional Sausages

.....
Regional Winners for Traditional Sausages 2001

.....
Regional Winners for Black Pudding 2001

National Enterprise Board Awards

County Winner of the Manufacturing Section 1999

.....
Enterprise Award for the Company of the Decade by Roscommon County Enterprise Board 2003

