



# Wiggly Tail Butchery

Our Stories - A Great Place To Do Business

## Home-grown success



Homegrown in the Hastings best describes the philosophy of Wiggly Tail Butchery –delivering fresh cuts of meat from local farms to local plates with a proud history spanning more than two decades.

For Kerry Buttsworth, owner of three Wiggly Tail stores in Port Macquarie, Laurieton and North Haven, offering local customers the traditional butchery service with a smile has been a way of life since he joined Bucton's Butchery in Laurieton as a 16-year-old. The 'original' Wiggly Tail, Bucton's Butchery was a training ground for Kerry who over 15 years of loyal service learned the time-honoured traditions of the trade.

"It was always my long-term plan to open a business of my own and I certainly got the best experience anyone could get in the trade and how to run a business during my time at Bucton's," Kerry said.

"In 1996, Bob wanted to sell the shop and asked if I was interested in taking



it over. It was an opportunity to put what I had learned into action and my experience helped make that business decision.

"Going from an employee to a business owner was a huge learning curve and like anyone you make mistakes.

"One of the biggest hurdles was taking over a business from someone who

had such a loyal base of customers and earning their respect."

The same wall of loyalty had to be built when Kerry and his wife Christine purchased Beaches Quality Meats at North Haven, creating their second Wiggly Tail outlet.

By 2006, as a result of years of hard work and attention to customer service



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and quality, Wiggly Tail had cemented its reputation at the southern end of the Hastings. The success of both stores made the final decision to bring the Wiggly Tail name to Port Macquarie an easy one.

“We bit the bullet but we had faith in the name and what we were doing – opening the third store was a real turning point for the business. We haven’t looked back,” Kerry explained. “Having the third shop in Port Macquarie has given us so much more exposure. Any advertising we do now covers all three shops and has giving our buying power a huge boost.” Wiggly Tail Butchery has gone from a one store, four staff operation to a three-outlet enterprise employing 18 local and offering 130 different product lines to its customers.”

For the traditional butcher shop to compete in the 21<sup>st</sup> century it has had to revolutionise what it has to offer to meet the needs of its customers – and Wiggly Tail has done just that.

“Our speciality is our pork and ham – it is what sets us apart from the rest,” Kerry proudly attests.

“People can buy their normal cuts of meat from the supermarket – it’s easy and convenient and we’ve had to compete with that.

“But by offering a range of products that are a little bit different, that offer the ready to cook convenience and match it with personalised customer service and excellent quality, supermarkets can’t compete with us.” Wiggly Tail extends its customer-first philosophy outside of its business operation by supporting local sporting and community groups and events.

“We do community sponsorship as much as we can. We are a small business and a part of the community we live in. It’s good to be able to give something back.”

## Our journey:

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*Kerry Buttsworth, Wiggly Tail Butchery*

● *Wiggly Tail Butchery is a participant in the Economic Gardeners program*



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