



THE MEAT SPECIALIST

The Meat Specialist – Marketing and Brand Business Development Services

Rafael Ramirez (The Meat Specialist) and Peter Gianoli (Sales and Marketing Strategist) joined forces in 2016 when it became apparent there was a growing need for both strategic business/marketing and technical assistance in the burgeoning meat industry, both in Australia and overseas. With a strong retail appreciation, Rafael and Peter understand point of sale marketing, brand building and innovative trends in marketing - particularly looking to tackle the strong South East Asian demand for Australian produce.

Both having had experience in various aspects of the market, it was realised their diverse industry experience complemented each other. With increasing requests from clients for an overall integrated business approach, Peter and Rafael came together to establish this boutique consultancy service for this niche market, offering their combined services to a range of exclusive clients.

Consulting Services

- Brand and Business Development offering a comprehensive development and advice service on branding and marketing in the meat industry to grow demand for premium products. These services are offered to processors, distributors, wholesalers servicing the Food Service sector and Retailers selling customer direct. We have developed sophisticated point of sale and online digital strategies with a proven track record of substantially increasing sales.

This service is also available for unique meat producers seeking to create a market niche for their offering and attracting a premium.

- Training and Assessment Providing customised industry training sessions for retail and food service. Our approach is on value -added training sessions and workshops educating and training participants to Australian meat standards.
- Presenting and Event Management Presenting butchery and red meat masterclasses, value adding product demonstrations and technical support. We also specialise in tradeshow marketing offering an end to end solution ensuring tradeshow success.
- Customer Relations Training Under the banner of a program called "awesome customer service", we establish a tailored customer service training program.
- Value Adding providing cost effective programs for the development and production of value adding options to maximise yields and full carcass utilisation.

For further information see: www.themeatspecialist.com