



ALISON MEAGHER - BUTCHER GIRL

BUTCHER. EDUCATOR. AMBASSADOR.

I bring a personal touch to Australian meat brands, appealing to domestic and international consumers.

From growing up on a Western Victorian Beef farm to working internationally as a butcher extraordinaire, I bring an unrivalled knowledge of the meat industry. I act as the face of Australian Meat brands - connecting consumers with the produce.



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BUTCHERGIRLALISON



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About me

My skills and knowledge offer an opportunity to bring together Australian Meat brands, food producers and the service industry to connect through events, intimate or extravagant. Connecting with new markets through :

Collaborating with Executive Chefs to develop exceptional menus and product promotions that highlight Australian produce.

Showing best practices on how to **maximise the yield** from each cut

Acting as **the face for your brand**, performing brand launches, cutting and cooking demonstrations

Educational training on premises- to provide a greater knowledge of Australian Meat Brands

Liaising with Chefs, Marketing and Sales teams to stage events that **showcase Australian Meat**

Having had working experience throughout South East Asia, China, America and United Kingdom, I am effective in building brand awareness and passion for Australian Meat.