

## G Callaghan & Son Butchers & Delicatessen

G Callaghan & Son is a family run Butchers in Maghull Central Square and has been serving the local community since 1973. The shop itself was looking a little tired and in need a refresh. Bare Face Marketing was briefed to develop a new identity for the business that would provide it with a more contemporary feel. The shop sells vast array of traditional cuts of meat, ready meals and has recently introduced a small range of vegetables, which is why the tag line 'more than just a butcher' is so apt. The Q Guild logo on the shop window identifies G Callaghan and Son as one of Britain's Best Butchers.



### Posters & Ticketing

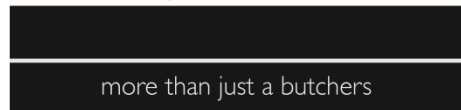
The branding is present throughout the shop, examples include: ticketing, external signage and special offer posters.



**Have you tried our  
Microwave Meals?**

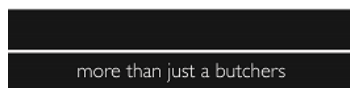
- Italian Style Meatballs
- Caribbean style chicken fillet
- Chilli & pineapple chicken fillet
- Orange & mint chicken fillet
- Lemon & coriander chicken fillet

**Ready in Minutes!**



British lamb  
**Grilling  
Chops**

**13.99** £/kg



## Promotional Postcards

A range of postcards was developed for tactical promotions throughout the year. An annual promotion 'National Sausage Week' is held annually each November and has proven to be a great success. The postcards are distributed throughout the area in the week running up to the promotion. This form of promotion has helped to attract lapsed or new customers to the shop whilst rewarding regular customers.

**G CALLAGHAN & SON**  
butchers and delicatessen



Celebrating National Sausage Week 2010


**G CALLAGHAN & SON**  
butchers and delicatessen

Celebrate British Sausage Week  
Monday 2nd to Saturday 7th November  
Buy 1lb of sausages and get 1lb of  
Award winning Smithfield Sausages

**FREE !**

8 Central Square Maghull Tel: 0151 526 9345

**G CALLAGHAN & SON**  
butchers and delicatessen  
of maghull central square since 1973



more than just a butchers

**G CALLAGHAN & SON**  
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November Specials

Dozen Eggs	£1.20
1Lb Bacon	£3.00
1Lb Minced Beef	£1.30

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Howard Callaghan had this to say of the services provided by Bare Face Marketing.

"Despite the fact that Emma is my sister, I believe she has done an exceptional job of interpreting my requirements (written briefs are unheard of from a butcher). The branding perfectly aligns to our modern way of butchering and the products we produce. Having the postcards as a promotional tool allows us to run special offers to a wide audience at a relatively low cost Emma is never short of good ideas for promoting our business".