

# TEBAY

SERVICES



## Tebay Services: Proud to keep traditional butchery alive

While as a nation we are increasingly passionate about locally sourced produce, the dramatic decline of the local, independent high street in recent years has been well documented in the press, and the closure of traditional butchers and bakers throughout the last decade has followed this trend. However, there are some success stories. The acclaimed Tebay Services on the M6 may be well known for its pies and ducks but it's also home to a proper, old-fashioned butchery.

It was back in 2007 when Tebay Services introduced a traditional butchery facility to the farmshop on their southbound site. Over the last eight years the department has grown to include meat maturing and cutting rooms, which supply the butchers' counters in both northbound and southbound farmshops. A growing team of skilled staff offer advice and prepare meat to customers' specifications, stocking traditional cuts of meat alongside seasonal specialties like sweetbreads and seasonal game. At its busiest, the butchery counters at Tebay Services supply over a tonne of sausages a week!

*"It's been interesting to see the change in our customer base over the last few years."* explains Head of Butchery Dave Morland. *"Whilst our main business continues to come from passing travelers, we are proud of the fact that we have built a strong, increasing local customer base. With household budgets ever tightening, it's important that we can offer a varied range of good value flavourful cuts. It's a nose to tail approach that we are really passionate about and we want to pass that on to our customers."*

Something Dave is particularly proud of is the Tebay Services Butchery Apprenticeship Scheme. As well as giving the team a regular injection of fresh blood, the scheme gives

young people the chance to gain a globally recognised qualification in butchery and uses experienced hands to pass down valuable traditional skills. This hands-on approach isn't available through more academic routes of education. Being part of the Westmorland Family, with its own farm providing lamb and beef to the services, the apprentices gain a solid understanding of animal welfare issues and the impact food miles have on the quality of meat.

18 year old Marc Pattinson, originally from Tebay, is their latest apprentice and is about to start his first module. His part time Saturday job at the Services helped nurture his interest in this area and the scheme offered a clear path to pursue a career in meat. Marc takes over from Carl Beatham, of Shap, who successfully graduated from the scheme last year.

*"After college I wasn't sure what direction to go in – the attraction of the butchery apprenticeship at Tebay Services was that it offered full time employment with an expanding business" explains Carl. "It's a good trade to learn as you can take it anywhere. A favourite part of the job for me is the theatre of presenting the meat – customers stop to watch as you bring out a whole or part carcass and set to work sharpening your knife to prepare a French trimmed rib of beef"*

Ever the innovators, they developed their own Cumberland sausage recipe, which in 2014 was voted the Best Cumberland sausage in the North West at British Sausage Week. And the public seem to agree, as this recipe is used in Tebay Services Cumberland sausage rolls which in the summer months have been known to sell in their thousands each week! Tebay Services Butchery believes that keeping to tradition has been their strength and are proud to sell meat as it used to be.

This successful model has also been implemented at Tebay's sister site, Gloucester Services on the M5 northbound. When the southbound site opens later this year it will be joined by the motorway network's first ever fishmonger.

Tebay Services is located on the M6 north and southbound between Junctions 38 and 39. Their butchery counters are open daily 8.00am – 6.00pm Monday to Sunday at both South and Northbound sites. With their order and collect service, you can pre-order your shopping in advance by calling 01539 711352. For more information please visit [tebayervices.com](http://tebayervices.com).

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**Key Facts on Tebay Services;**

- The Westmorland Family is a group of businesses now in its second generation, based in Cumbria. John and Barbara Dunning founded the company in 1972, when they opened the now famous Tebay Services on their family farm when the M6 was built on their land. In 2005, their daughter Sarah Dunning took over.
- The Westmorland Family businesses are firmly rooted in their region, and have a strong sense of place. Much is made of the local landscape; buildings are thoughtfully designed and welcoming. But it's the approach to food that sets the business apart, as the Westmorland Family believes proper food matters. So they serve it where you'd least expect it - on the motorway. Local and seasonal food is at the heart of the business, much of the beef and lamb is reared on the family farm.
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