

Honiton butchers Complete Meats were voted Best Butchers Shop in the South West at The Meat Trade Journal's Top Shop Awards held at London's Dorchester Hotel on 17th November.

Complete Meats' Axminster shop was voted Runner-Up.

Trade judges and ladies from the Women's Food and Farming Union visited the finalists and quizzed butchers on all aspects of their trade, including their links with other elements of the supply chain.

The Top Shop Awards illustrate why so many people continue to shop with their local butcher and highlight the close working relationships that the best butchers have with local and regional supply chains, connecting farmers, processors and retailers with other businesses in the community.

Shaun Vining, one half of the husband and wife partnership behind Complete Meats, said "The demand for locally sourced products has increased as more people have become aware of the advantages of eating quality food. People know and trust meat from animals reared on local farms and we ensure our customers can tell which farm their meat has come from".

"We are thrilled that our efforts to stock only the best quality English meat, all locally sourced have been recognised." Animals are selected in the field by Complete Meats' proprietor Shaun Vining. "I like to see the way the animals are kept" said Shaun "a contented beast produces better quality meat than one that has not been properly looked after. I also want to make sure that I only buy animals that are in peak condition."

Shaun and Cindy Vining's commitment to providing their customers with real, locally sourced food has been rewarded this year by winning 9 Gold Awards for their home produced pies, sausages, home smoked and cured bacon at The British Pig Executive Awards 2005-2006 for the South West Region, 9 Gold Awards from the Wolverhampton & District Butchers Association and 3rd place out of more than 200 entries from all over the country for the BPEX Foodservice Sausage of the Year 2005 final..