

# GIVE YOUR SHOP AN UNFAIR ADVANTAGE JOIN THE **RED MEAT** NETWORKING CLUB (RMNC)

For new members, your **ONE OFF** payment of just \$135 includes this kit with a retail value of over \$400 (inc postage & packaging)

VALUED AT  
**\$400**



## KIT CONTAINS:

- RMNC Membership
- Beef & Lamb cuts charts
- 1 x set of Baccarat Prime knives
- 1 x 'themainmeal.com.au' durable cooler bags
- 2 x Red Meat 'Amazing Food' Caps
- 2 x Red Meat 'Amazing Food' Aprons
- 4 x Red Meat 'Amazing Food' foldable shopping bags
- 1 x Red Meat 'Amazing Food' fridge magnet shopping pad (pack of 50)
- 20 x 'How to Cook The Perfect Roast' fridge magnets
- Monthly Newsletters to keep you informed about marketing opportunities, promotional offers, pricing data, industry issues & trade events for retail butchers
- Receive the handbooks;
  - 'Beefing up your profits – Your guide to secondary cuts' Volumes 1, 2 & 3 along with the accompanying DVD for Volume 3.
- Access to Educational tours of the retail sector
- Access to [www.acutaboveneat.net.au](http://www.acutaboveneat.net.au) for the
  - Latest MLA marketing campaigns
  - Recipes
  - Industry and nutritional news
  - Value adding recipes
  - MLA's red meat images



**This introductory package is valued over \$400 and all for a ONE OFF payment of just \$135**



MEAT & LIVESTOCK AUSTRALIA ABN 39 081 678 364

Please retain this form for your records. Once completed this form will be considered as a tax invoice for GST purposes. Price includes 10% GST. Payment should be made in Australian Dollars.

Date: / /

I would like to pay the total of \$  by (please tick)

CHEQUE (payable to Meat & Livestock Australia)

VISA  MASTERCARD  AMEX

Credit Card Number:

\_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_

Cardholder name:

\_\_\_\_\_

Cardholder signature:

\_\_\_\_\_

MLA149\_NSW

## TAX INVOICE

Name: \_\_\_\_\_

OWNER  MANAGER

Shop name: \_\_\_\_\_

Company ABN: \_\_\_\_\_

Trading Address: (No Post Office Boxes) \_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Return a copy of this form to: Meat & Livestock Australia,  
Level 1 / 165 Walker Street North Sydney NSW 2060  
Credit card payments can be returned by fax on (02) 9463 9173  
For more information please phone (02) 9463 9333

# Let RMNC give your business an unfair advantage.

Dear Red Meat Retailer,

## Join the Red Meat Networking Club NOW!

Close to 1600 butchers from across Australia are already part of RMNC and regularly participate in our activities. Your **ONE OFF** joining fee of only \$135 will entitle you to a kit worth more than \$400.

Once you join the Red Meat Network Club you are entitled to start receiving benefits that are heavily subsidised by MLA and that are exclusive to club members.

### Member benefits include –

- Introductory package valued at over \$400 for a **ONE OFF** payment of \$135.
- Monthly newsletters to keep you informed about marketing opportunities, promotional offers, pricing data, industry & trade events for retail butchers.
- Three special campaigns per year, each with an in-store customer promotional kit available to members at a heavily reduced cost.
- Training and information sessions for MSA Beef and Lamb; “**Beefing up your Profits**” MasterClasses.
- Access to butcher workshops and trade events to keep up with industry innovations in Beef and Lamb.
- Regular offers for discounted ‘companion products’ to Red Meat for add on sales in your business.
- One Day Trade Tours of the retail sector to observe best practice, both locally and interstate.
- Interstate study tours to innovative retailers in other markets.
- Access to [www.acutabove.net.au](http://www.acutabove.net.au) for up-to-date information on the red meat industry and food service sector.
- Receive the handbooks: “**Beefing up your Profits – Your guide to secondary cuts, Volumes 1, 2 & 3 with the accompanying DVD for Vol3**”. These are your guides for ideas to increase your meal lines for your customers, and more importantly, boost your profits.
- Opportunities to network with other RMNC butchers at trade & social events.

The aim of RMNC is to link together proactive butchers who wish to have access to business tools designed to increase sales of red meat and to promote red meat innovation and best retail practice in our industry.

I invite you to be part of the Red Meat Networking Club. As soon as we receive your reply and payment we will send out your introductory pack.

Please call me if you require further details

Regards,

Doug Piper  
Retail Executive NSW / ACT  
Meat & Livestock Australia  
P: 02 9463 9358 or 0411 680 504