



## CASE STUDY - MINICK OF ST ANDREWS

HOW SPECIALIST LIGHTING WILL MAKE FRESH MEAT LOOK AMAZING

PROJECT

Foodsafe Meat Lights

exled 

## FRESH STEAK UNDER STANDARD LIGHTS



## FRESH STEAK UNDER FOODSAFE LIGHTS

### THE OVERVIEW

Minick of St Andrews operate a chain of butchers shops supplying first class Scottish Meat products. Minick's aim is to bring back to the high street the concept of the Artisan Butchers with expert knowledge and friendly professional service.

### THE REQUIREMENT

Stuart Minick wants his great products to look as good as they taste, it was felt that the lighting was one area that could be improved. After investigating options available Exled Foodsafe Meat lights were chosen to provide the lighting.

### THE SOLUTION

The Foodsafe Gimbal downlights were chosen because of the ease of retrofitting them in the busy shops. Trial fittings were first installed to ensure the result was the high standard that Stuart Minick wanted to achieve

### THE OUTCOME

Minick Butchers say: "We could not be happier with Exled's new meat lights. Our fresh cuts of meat look 100% more succulent and juicy than they did under our old lights. The marinated meats literally sparkle and bursting with flavours. We have seen a marked jump in sales as customers walking past spot something through the window and it's enough to get them into the shop. The pies and pasties light fittings have also dramatically increased sales of these products, customers coming in for 2 steaks for tonight often now pick up a couple of pasties for lunch tomorrow too."

### FAST FACTS

The Foodsafe range of LED Meat lighting fixtures has a unique and exceptional colour spectrum output.

### PROJECT

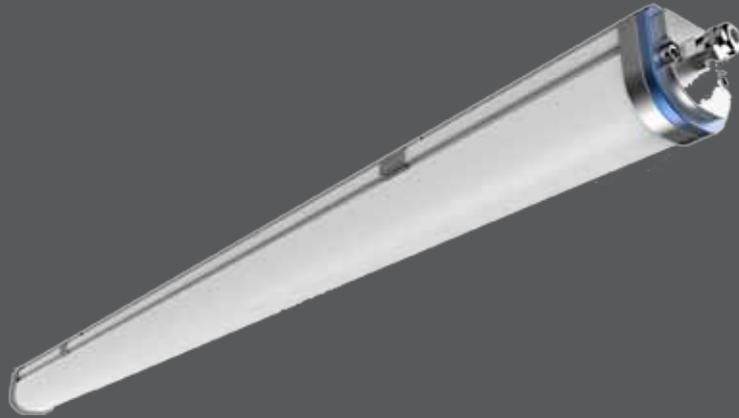
Foodsafe Meat Lights

Exled's LED lighting solutions dramatically cut maintenance costs, improve the quality of the light and use less energy.

If you would like to know more about energy saving for your Estate please contact [sales@exled.co.uk](mailto:sales@exled.co.uk) or call 01453 756361.

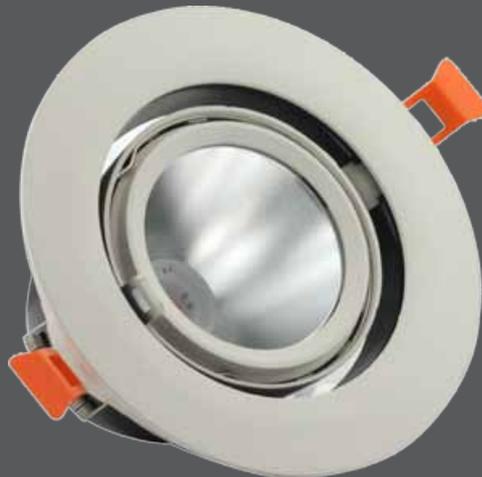
# FOODSAFE HiLED MT-600/900/1200

Even, glare free bright light - Optimised for fresh meat display  
Wipe Clean - IP65- 5 Year Warranty



# FOODSAFE S40 GIMBAL Downlight

Even bright light - Optimised for fresh meat displays  
45° - Gimbal/swivel - 5 Year Warranty



# FOODSAFE S40W TRACK Light

Even bright light - Optimised for fresh meat displays  
45° - Fully Tilting - 5 Year Warranty



FIND OUT MORE

44 (0) 1453 756361

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