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Testimony  
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Over the last 5 year we have been fortunate enough to grow our sales at our Kittanning store from 3.6 million to 7.3 million dollars in annual sales. Our keys to doing this are just simple old school basics.

First, we have focused our business model on using a large percentage of our resources on the areas of our business that are strongest. We have always been a meat family running slaughterhouse dating back to the early 1900's so we invested upgrading our production room, store floor cases, and number of Crew members as well as centered our marketing campaign towards a primary meat focus. We made sure that the rest of the store was solid, but we didn't try to overhaul everything at once.

As far as marketing we focused most of our attention on growing our Facebook following and trying to become the Meat destination of our area. We came up with #SAVEONMEAT  and started using it on all of our uniforms, signage, banners, and hash tagging it in all of our social media posts. We also changed our print ads to a meat focus. As our Facebook page following (which started out in 2017 with 1,700 followers and now is over 25,000) we started using it to help the community events and organizations to get more attention/ attendance towards their events. This has grown into part of our business model we help out community organizations to promote their events and they help us by supporting our store.

As sales increased, we continued to reinvest in our crew and have seen average hourly wages increase from 7.50-10.50 dollars per hour in the last 3 years. We have a WIN/WIN/WIN strategy as we win our crew and customer/fan/community wins. We also have continued to reinvest in cases, equipment, facilities, and facade to just constantly get better every day.

Another key part of our strategy has been looking for new categories to drive sales and traffic to our store. As the Meat department sales grew, we then started to focus on overhauling our produce, bakery, and deli departments to meet the needs of our customers by providing a much better offering of grab n go items.

Last year we added a PA Skill Game room (which we use the profits to fund our free employee meals program and Health benefits) and a Sushi Bar/ Kitchen as well as built a new prep kitchen for producing prepared foods and have seen great results from these additions. All of this together has helped us grow dramatically and compete against the tough corporate competition in our area. We have seen our Crew grow from 25 at the beginning of 2019 to 47 currently.

A lot of work still needs done but we have come a long way and are excited to continue to work towards helping our Crew, our Customers, and our Community to become better every day!