

Dalebrook®

RETAIL BUTCHERS'
COUNTER DISPLAY



www.dalebrook.com



"I'm as passionate about our quality meat, as I am in offering expert knowledge and advice, that's why we've succeeded as an independent retail butcher."

JOHN MILLIN, MILLINS OF TIPTREE

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Dalebrook®



MILLINS OF TIPTREE

Established in 1969, Millins of Tiptree is a family run business with an enviable reputation for quality produce, great customer service, and a loyal customer base.

Run today by brothers John and Darren Millin, who pride themselves on supplying fine locally-sourced meat and poultry, its expanded product range also includes value-added meat dishes, savoury goods such as pork pies, sausage rolls, meat pies and an extensive selection of cheese.

Their continued commitment to providing an outstanding customer experience is what drove them to attend Dalebrook's first "Seeing is Believing" Visual Merchandising training day in September 2017.



Millins of Tiptree came to our Showroom for a visual merchandising training day...



...these are the displays they were inspired to create...





CHEESE COUNTER - SLATE EFFECT



Slate Effect Gastro Platter

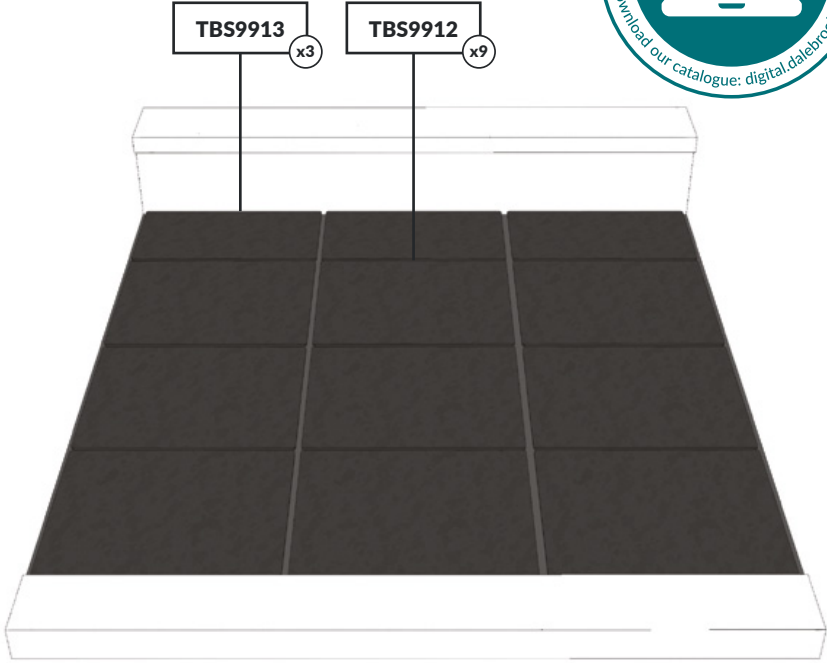
TBS9911	1/1	530 x 325 x 10mm
TBS9912	1/2	265 x 325 x 10mm
TBS9913	1/3	176 x 325 x 10mm
TBS9914	1/4	265 x 162 x 10mm



ABS Ticket Stand

TK38	Chrome Plated
TKB38	Black

*Sold in packs of 10



TBS9913 x3 **TBS9912** x9



OLIVES - MEZZE AND CHUNKY CROCKS



Mezze Inserts

TB2921	Black	1L
TT2921	Terracotta	1L



Mezze Bowls

TB2920M	Black Matt	3.3L
TT2920M	Terracotta Matt	3.3L



Chunky Crock

TPO4312	Polar White	3.2L
TB4312	Black	3.2L
TR4312	Red	3.2L
TLG4312	Lime Green	3.2L



Chunky Crock

TPO4313	Polar White	2L
TB4313	Black	2L
TR4313	Red	2L
TLG4313	Lime Green	2L



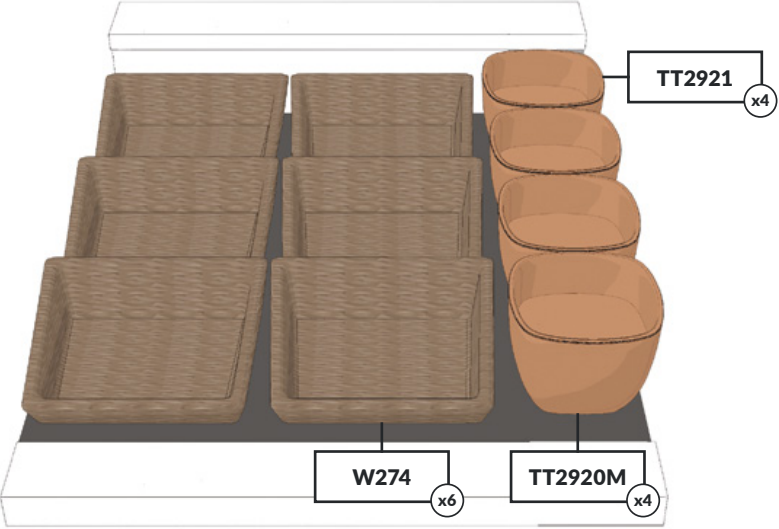
Chunky Crock

TPO4314	Polar White	1.5L
TB4314	Black	1.5L
TR4314	Red	1.5L
TLG4314	Lime Green	1.5L



SAVOURY - POLY WICKER

- HAND WOVEN
- CHILLER SAFE
- DISHWASHER SAFE



Willow Poly Wicker Angled Basket
W1799 337 x 331 x 55-110mm



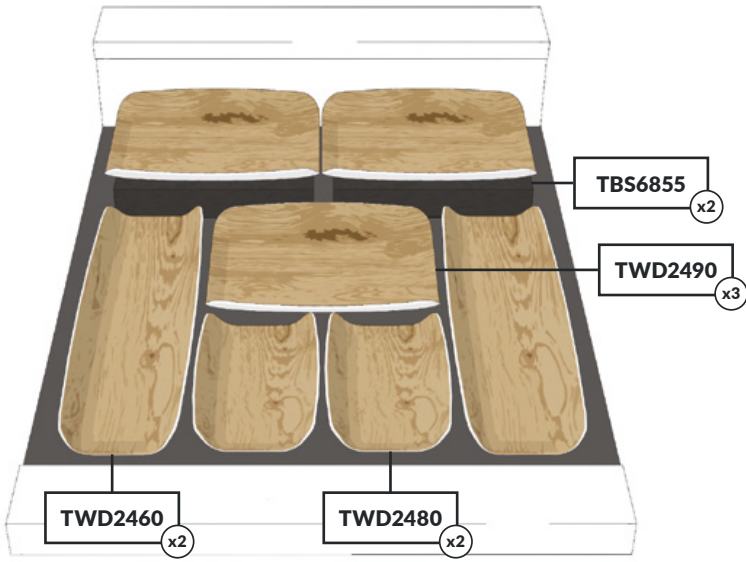
Poly Wicker Angled Basket
W274 300 x 285 x 40-90mm
W276 300 x 380 x 40-90mm
W207 330 x 475 x 70-90mm



Poly Wicker Tray with Handles
WBR295 285 x 430 x 25mm



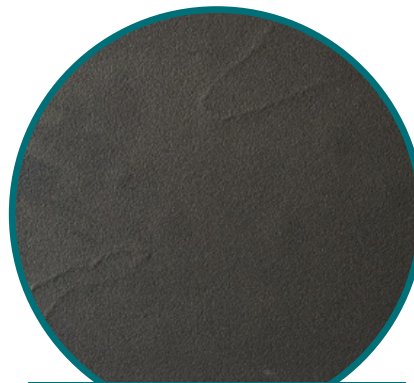
SAVOURY - TURA COLLECTION



1/2 Tura Serving Tray
TWD2490 265 x 325 x 40mm



2/4 Tura Serving Tray
TWD2460 530 x 162 x 40mm



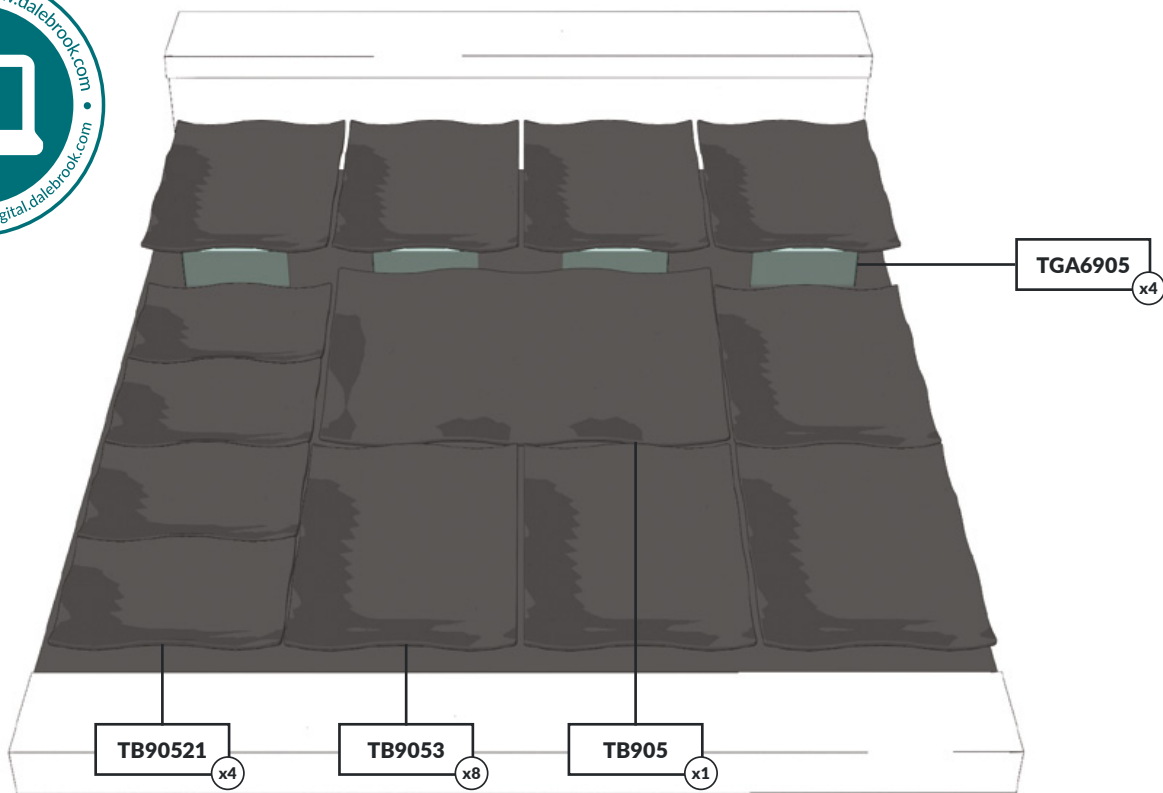
SLATE EFFECT TEXTURE



Slate Effect Riser
TBS6855 325 x 265 x 50mm



1/4 Tura Serving Tray
TWD2480 265 x 162 x 40mm

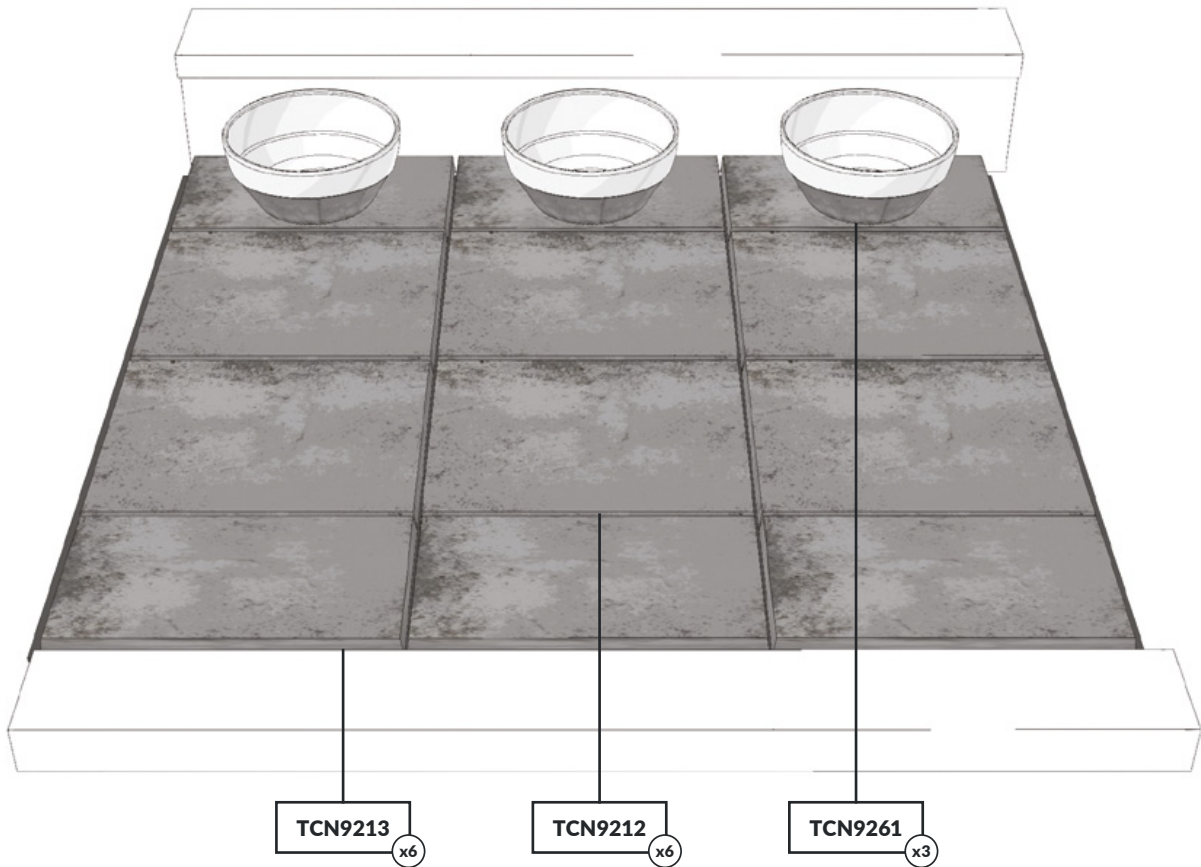


SAUSAGE & BACON - WAVY PLATTER COLLECTION





MEAT DISPLAY - URBAN COLLECTION



Urban Melamine Slab
TCN9212 1/2 325 x 265 x 20mm



Urban Melamine Slab
TCN9213 1/3 325 x 176 x 20mm



Urban Melamine Slab
TCN9214 1/4 265 x 162 x 20mm



Urban White Melamine Bowl
TCN9260 245 dia. x 105mm 2L



Urban White Melamine Bowl
TCN9261 280 dia. x 120mm 3.2L



Specials
COOKED GAMMON HOCKS
ITALIAN STUFFED CHICKEN
CRUMBED RACKS OF LAMB
PIZZA CHICKEN STIR-FRY
STUFFED PORK FILLETS
MOROCCAN LAMB BURGERS

Blythburgh
REAL FREE RANGE PORK

CCTV
IN OPERATION ON
THESE PREMISES

TODAY
FREE RANGE PORK
FROM
BLYTHBURGH

MILLINS

SAVOURY
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ADDED VALUE
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"Using Dalebrook's trays, platters and bowls in our counter gives us a fantastic canvas on which to showcase our produce. Our meat is prepared and displayed to the highest standard, with a premium look, less wastage and an increase in sales!"

MILLINS OF TIPTREE



GAME - CARRARA MARBLE COLLECTION



Marble Effect Melamine Platter
TMA9630 300 x 200 x 14mm
TMA9640 400 x 300 x 14mm



Marble Effect Melamine Platter with Handle
TMA9530 300 x 200 x 12mm



Bamboo L Shaped Riser (set of 2)
V6740BMO 100 x 100 x 100mm
V6741BMO 100 x 100 x 150mm



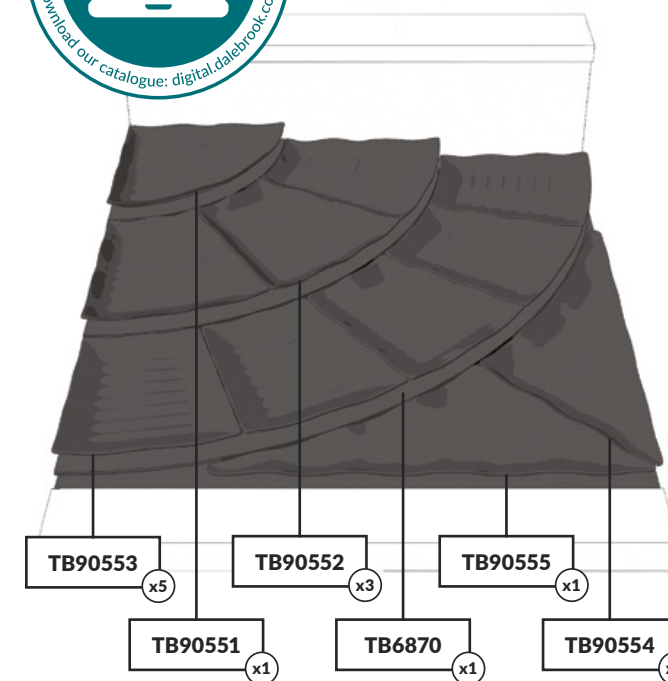
Black Non Slip Melamine Slanted Riser
TB114 90 dia. x 30mm



Black Melamine Universal Riser
TB117 109 dia. x 50mm



LAMB - CURVED WAVY COLLECTION



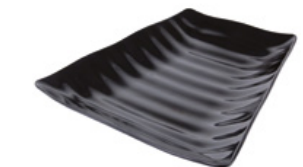
Acrylic Curved 3 Tier Riser System
TB6870 800 x 800 x 105mm



Curved Wavy Platter
TB90551 374 x 269 x 38mm



Curved Wavy Platter
TB90552 275 x 269 x 38mm



Curved Wavy Platter
TB90553 259 x 247 x 38mm



Curved Wavy Platter (Left)
TB90554 538 x 376 x 38mm

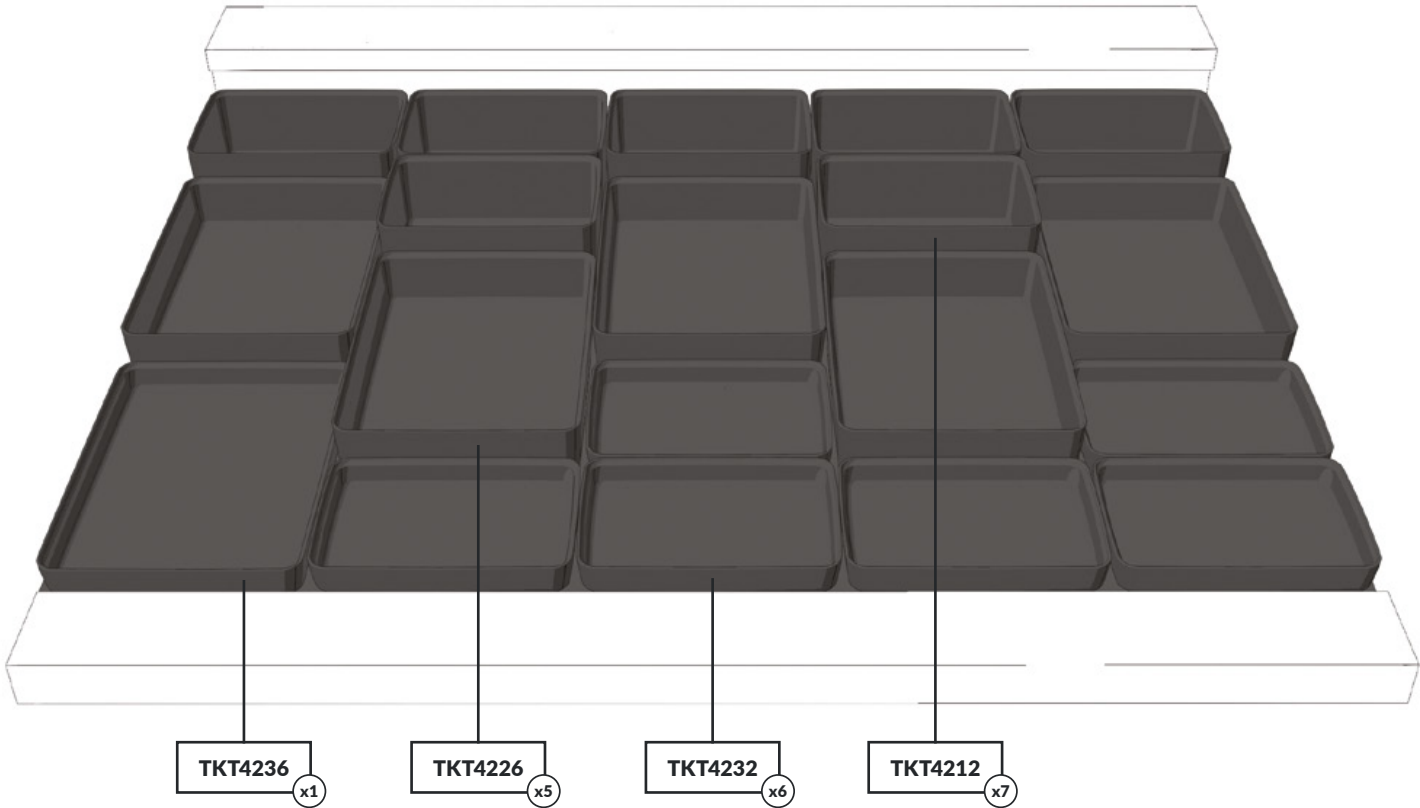


Curved Wavy Platter (Right)
TB90555 538 x 376 x 38mm



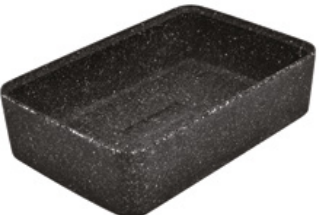
CROCK BECOMES A TRAY

3 IN 1 SOLUTION
TRAY • CROCK • RISER



ADDED VALUE - KATA COLLECTION









350ml - 1.5L

Kata Crock

TKT4234	130 x 175 x 40mm	350ml
TKT4224	130 x 175 x 70mm	850ml
TKT4214	130 x 175 x 100mm	1.5L



750ml - 3.2L

Kata Crock

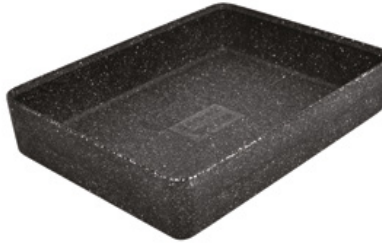
TKT4232	175 x 260 x 40mm	750ml
TKT4222	175 x 260 x 70mm	1.95L
TKT4212	175 x 260 x 100mm	3.2L



PET Lid for Kata Cocks

TKT4204L	135 x 180 x 10mm
TKT4202L	180 x 265 x 10mm

**Sold in packs of 200*









1.95L - 6.7L

Kata Crock

TKT4236	345 x 260 x 40mm	1.95L
TKT4226	345 x 260 x 70mm	4.2L
TKT4216	345 x 260 x 100mm	6.7L



1.75L - 6.65L

Kata Crock

TKT4238	175 x 520 x 40mm	1.75L
TKT4228	175 x 520 x 70mm	4.2L
TKT4218	175 x 520 x 100mm	6.65L



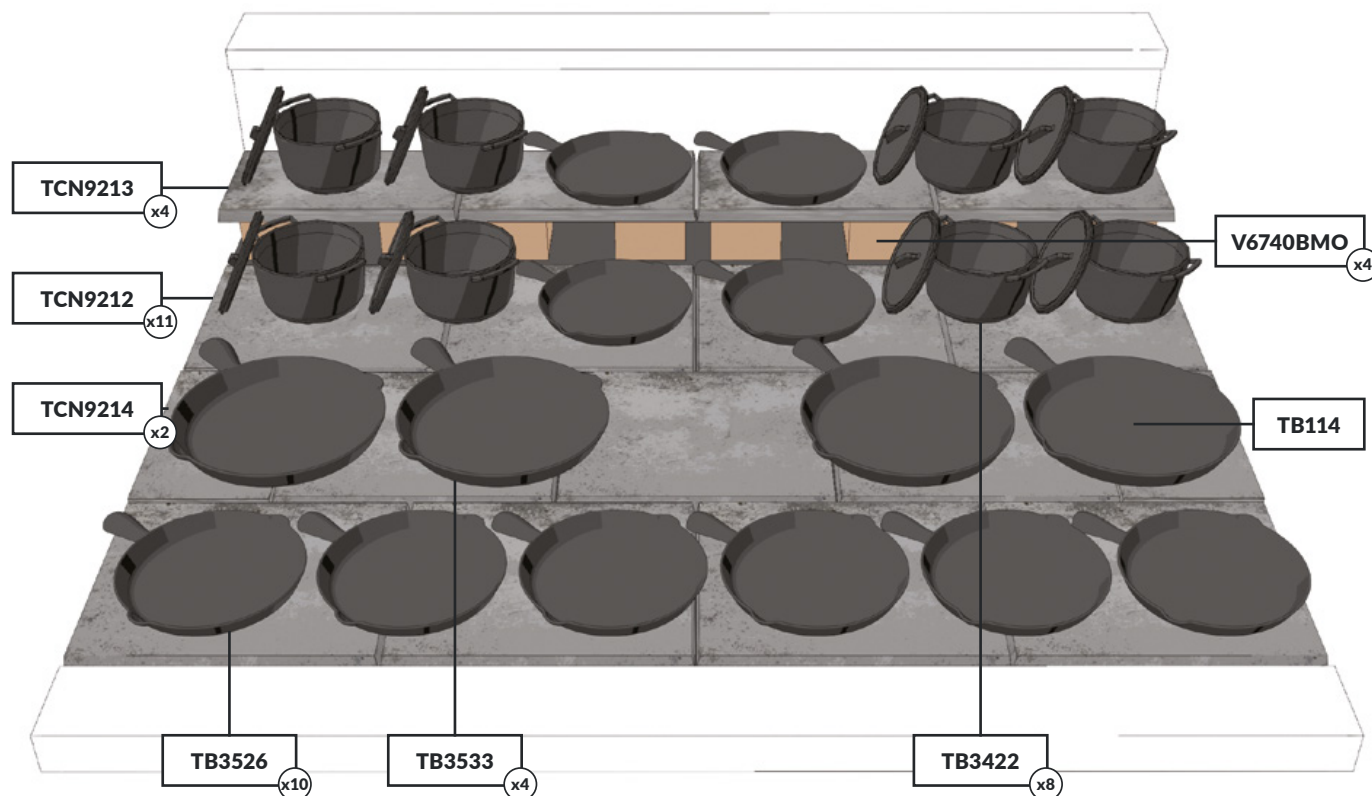
PET Lid for Kata Cocks

TKT4206L	350 x 265 x 10mm
TKT4208L	180 x 525 x 10mm

**Sold in packs of 100*



ADDED VALUE - CASSEROLE POTS & SKILLETS



200ml - 2L

Black Stone Cast Melamine Casserole Pot

TB3421	114 x 90 x 60mm	250ml
TB3422	228 x 180 x 119mm	2L



Melamine Skillet Plate

TB3526	262 x 216 x 35mm
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Melamine Skillet Plate

TB3533	330 x 276 x 35mm
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Urban Melamine Slab

TCN9212	1/2	325 x 265 x 20mm
TCN9213	1/3	325 x 176 x 20mm
TCN9214	1/4	265 x 162 x 20mm



Non Slip Melamine Slanted Riser

TB114	90 dia. x 30mm
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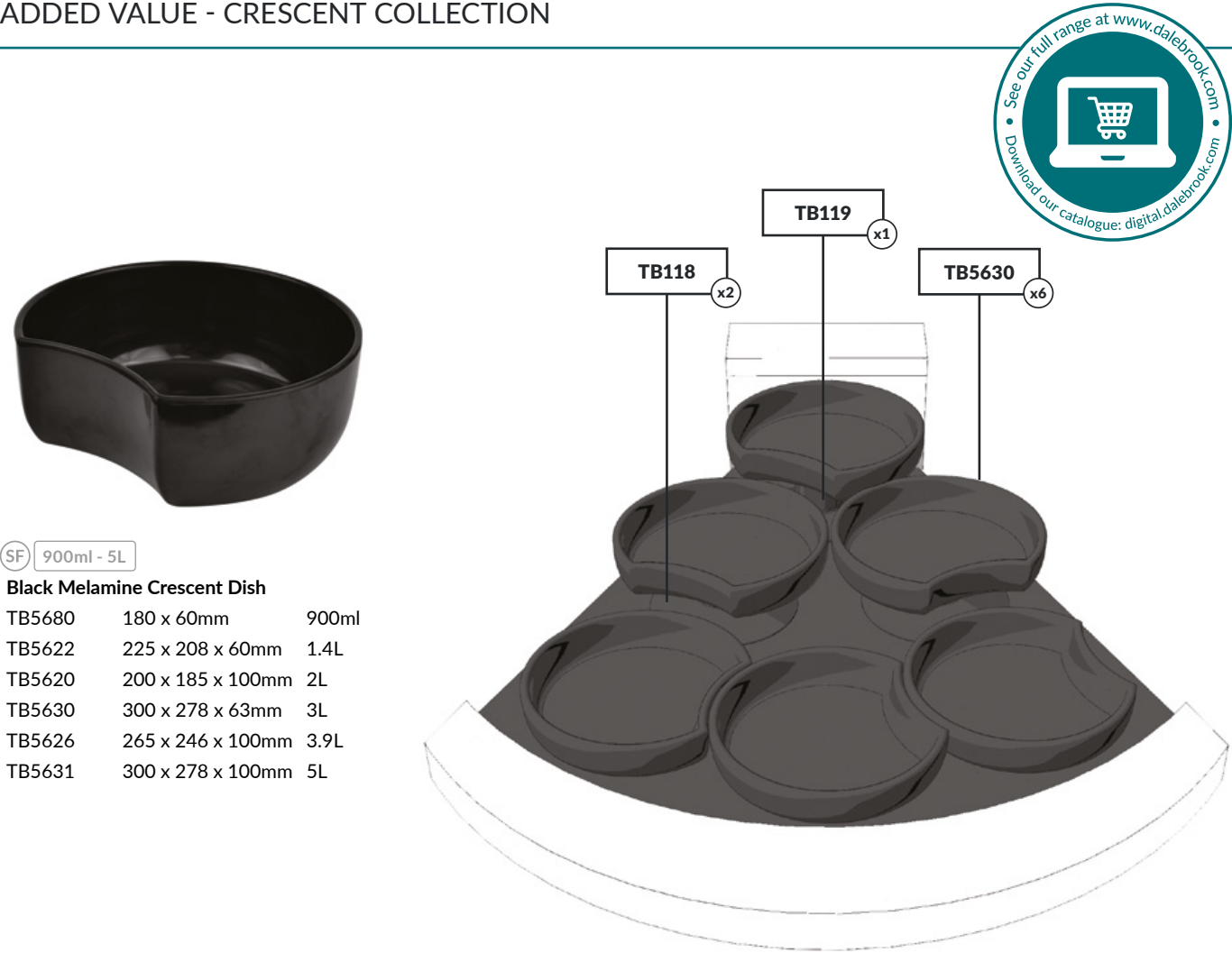


Bamboo L Shaped Riser (set of 2)

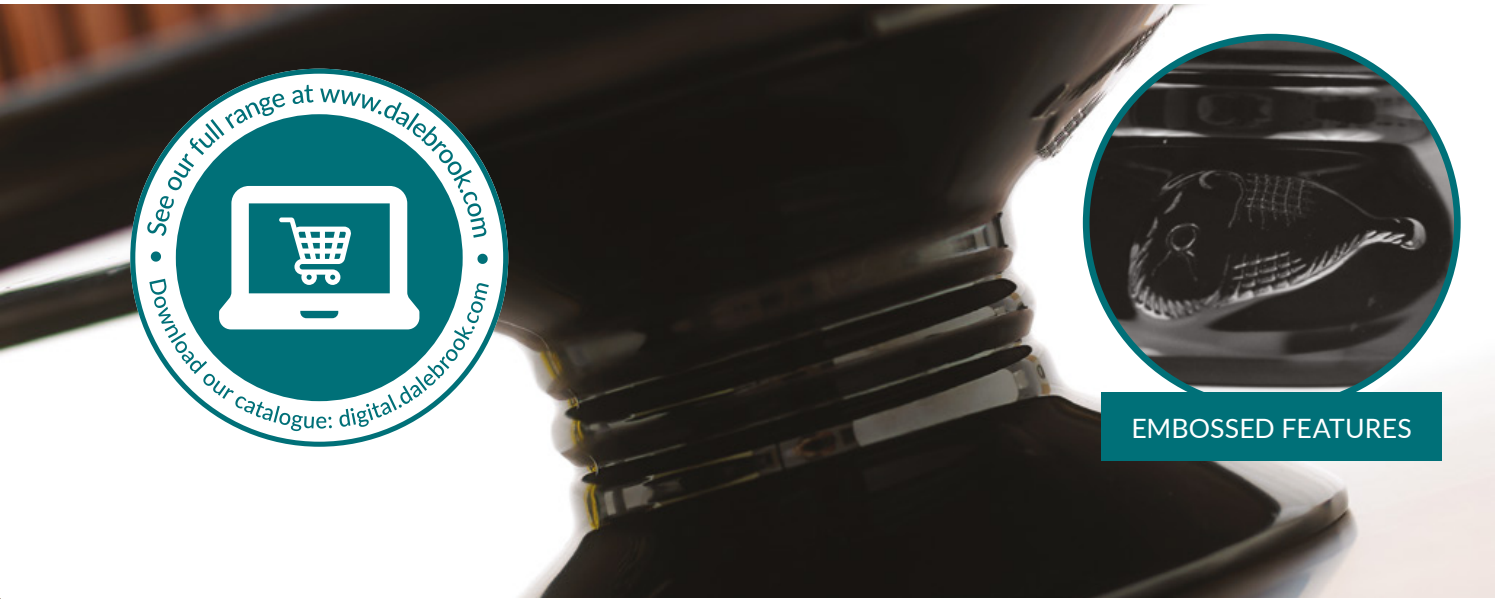
V6740BMO	100 x 100 x 100mm
V6741BMO	100 x 100 x 150mm



ADDED VALUE - CRESCENT COLLECTION



(SF)	900ml - 5L		
TB5680	180 x 60mm	900ml	
TB5622	225 x 208 x 60mm	1.4L	
TB5620	200 x 185 x 100mm	2L	
TB5630	300 x 278 x 63mm	3L	
TB5626	265 x 246 x 100mm	3.9L	
TB5631	300 x 278 x 100mm	5L	



DISPLAY AIDS - RISERS



(SF)
Black Non Slip Melamine Slanted Riser
TB114 90 dia. x 30mm

(SF)
Black Polycarbonate Twist Riser
TB3605 50mm

Black Melamine Pedestal Stand (Plain)
TB118 200/170 x 70mm

(SF)
Black Melamine Universal Riser
TB117 109 dia. x 50mm

(SF)
Black Polycarbonate Twist Riser
TB3610 100mm

Black Melamine Pedestal Stand (Embossed)
TB119 170 x 170 x 100mm

(SF)
Slate Effect Melamine Riser
TBS6855 325 x 265 x 50mm
TBS6851 325 x 265 x 100mm

(SF)
Black Melamine Riser
TB2256 300 x 250 x 50mm
TB2257 300 x 250 x 100mm

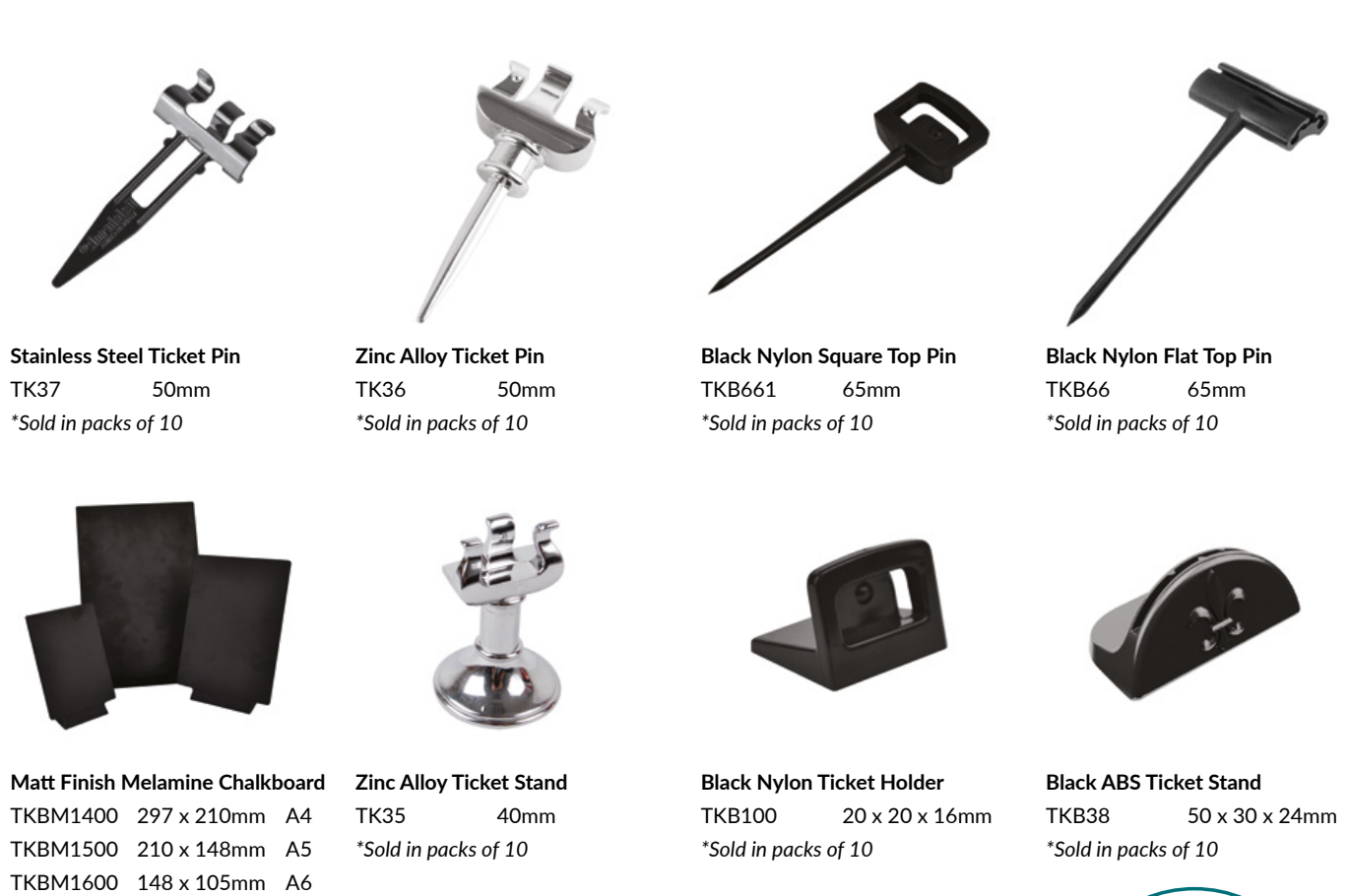
DISPLAY AIDS - TASTING STAND



DISPLAY AIDS - UTENSILS



DISPLAY AIDS - TICKET PINS & STANDS



DISPLAY AIDS - ADJUSTABLE TICKET CLAMPS



BOOK AN APPOINTMENT FOR OUR VISUAL MERCHANDISING COURSE “SEEING IS BELIEVING”

Over 100 independent retailers have taken the course so far.

Our Visual Merchandising Course could help:

- Increase your display visual impact
- Improve your turnover
- Reduce your waste
- Learn about display tricks of the trade

To book an appointment or find out more
about our next training event.

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Email: sales@dalebrook.com

Visit: www.dalebrook.com/dslshowroom

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Strictly by appointment only.

PROUD MEMBERS OF



NATIONAL CRAFT BUTCHERS



COMPETED AT THE
WORLD BUTCHERS'
CHALLENGE 2018

*“We are passionate about
getting to know local producers
on a deeper level, this means we
can establish the provenance and
quality of our produce, and then
share that with our customers.”*

DARREN MILLIN, MILLINS OF TIPTREE



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