DIY BUTCHERY
Sub-prime cuts stretch profit margins while adding value and premium appeal to the menu.

Marketplace Examples

APPLEBEE’S
MAY 2016
BUTCHER’S RESERVE 12 OZ. STEAK
Hand-cut in-house by trained meat cutters and grilled to perfection over American oak. All hand-crafted specialties come with your choice of two sides unless otherwise noted.

ROYAL TAVERN
PHILADELPHIA, PA
GRILLED COULOTTE STEAK
with soft polenta, sprouted red lentils, and horseradish pesto.

CONSUMER MINDSETS AND MARKETPLACE SHIFTS SUPPORTING THIS PLATFORM
○ Examples of the DIY Butchery platform include Ribeye Cap, Ribeye Filet, and Coulotte Steak.
○ Operators are able to stretch profit dollars by incorporating further fabrication of subprimals to break down steak cuts on-site.
○ The art of butchery has become cool again.
  • Nearly half of all consumers (49% to be exact) would visit a modern butcher. (Source: Datassential’s Creative Concepts, March 2016)
  • Local sourcing, sustainability, and nose to tail cooking are all part of the food story behind the rise of the craft butchery movement. (Source: Datassential’s Creative Concepts, March 2016)
  • The term hand carved has grown by almost 15% on beef entrée menus. (Source: Datassential’s MenuTrends)
○ Next generation steakhouses have also helped to change consumer perceptions, particularly when it comes to the cut of meat. Some overlooked proteins and offal offered up by modern steakhouses include Beef Cheek Burgers and Roasted Bone Marrow. (Datassential’s Creative Concepts, Modern Steakhouses, Nov 2014)
  • While most modern steakhouses offer a unique twist to everything but the steak, Knife Dallas leverages its nose to tail style to innovate on the main attraction with items like a Crispy Beef Tongue.