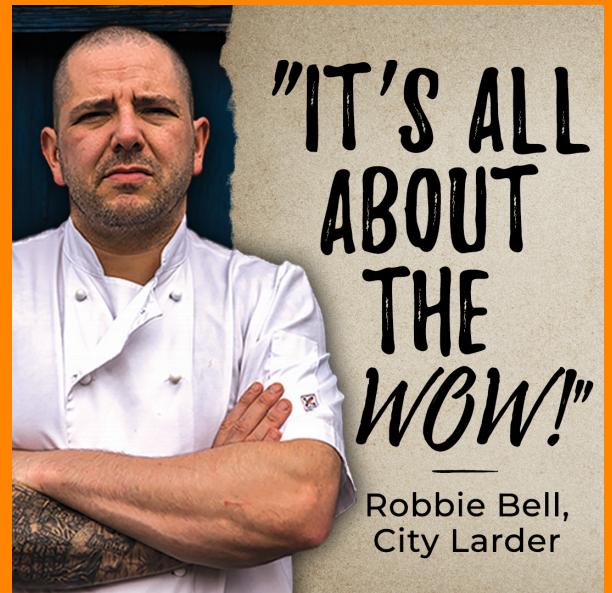


THE **small** BUSINESS BIG **MARKETING** *show*

INSANELY EFFECTIVE
MARKETING

Episode #462

Bringing 5-star restaurant
service to a wholesale
business with City
Larder's Robbie Bell



www.SmallBusinessBigMarketing.com

Robbie Bell Interview Transcription

Tim

Robbie Bell. Welcome to the small business show.

Robbie

Thanks for having me.

Tim

Mate you've worked in some pretty serious and well known kitchens around the world what have you learned about pressure from cooking in some of the world's best kitchens?

Robbie

Well I've learned how to deal with it. That's for sure. And I've also learned not to put too much pressure on the guys because I've also worked in kitchens where there's been much pressure. You're actually scared to perform. You're scared to do things you're scared to put food on the pass and instead of it being a positive it's a real negative.

Tim

I can understand. The reason I ask that question is I was a cocktail barman in my uni days at a pretty well-known Melbourne restaurant. I remember walking into the kitchen once and I won't name the chef but a big knife went flying past my face and this guy was known.

Robbie

I've seen a few things to be fair and it's getting less and less to be honest. It's really getting stamped out with this new the new modern approach back then was a lot of like hide in secretive keep in recipes to themselves where now it's a lot more open. People are open about the hours people are open about mental health people are open about a lot of things so that kind of style is definitely on the decline which is a fantastic thing.

Tim

Well that's awesome. I mean that's how it should be because it wasn't a great environment to be in and I guess the emergence of like all these celebrity cooking programs on TV that's probably done a fair bit for your profession.

Robbie

Yeah definitely for sure it definitely has.

Tim

Good and bad?

Robbie

Good and bad yeah. That's what I was just thinking like oh yeah definitely it's brought a lot of notoriety to chefs and the hard work and whatnot that goes along with that. Well then on

the same hand the people that were in it back then were very like in it for anything it's in your blood if it's in your blood you'll do it for pennies or you'll do it for dollars. I mean it doesn't really matter if you're going to do it when now unfortunately. Maybe some people are getting in for the fame and the stories and it's not really the right industry for them really.

Tim

Well there's a generation coming through and this makes me sound very old Robbie but you'll probably agree that when asked what they want to do they want to be famous. Is their number one answer.

Robbie

Exactly. Which is crazy really. We all know that must bring so much stress when you really think about it.

Tim

Correct. So listen. 2015. You've had enough of these crazy kitchens and you start city larder based I understand on the feedback you're getting from a Christmas terrine you're making at home is that how it all began?

Robbie

Yes so that's nearly accurate. So don't take this the wrong way but I hadn't had enough. That's the thing. If I would still be in it I loved that industry 100 percent like I really love the industry and I would still be doing that and going on. My wife and I we had a baby so your values change effectively. And like you said I was making terrines for the stuff at work and then going back a little bit there I knew I had to have an exit strategy I knew I had the baby and I was like oh I can't keep doing this. I want to be there for my family. I want to have the relationship my dad was an engineer and worked away a lot off shore and I never really had that great relationship because he was away. So I still want that for myself and my son. So what am I going to do and trouble exit strategies and people never really think about them and what they're going to do in the future but yeah. So this specific Christmas I knew I needed to do something. Write in business plans I've been writing business plans all my life. So it's like a little hobby for me real simple ones from a loaf of bread to pack of ham to a pack cheese divide it up and watch how many do I need to sell the price. I've done that since I was a kid.

Tim

Take a breath I want to talk about that exit strategy then to get to the city larder but you are writing business plans since you're a kid. Why? Explain that thinking.

Robbie

I've always been in a business and I got beat up on the school to be honest with you which is when I look back on it's pretty frustrating and I done a lot of different things like pens that you drew on T-shirts and like formed off and it sticks on the T-shirt. It does. So I used to draw pictures on them sell them to my mates. Buy a plain white T-shirt for a dollar buy a

pack of pens for a dollar and draw duff things on them stick man or whatever and my mate would just buy them. That was rubbish. Absolute rubbish. They would buy them for whatever reason so I was doing. And I was just always selling stuff bits and bobs and then yeah like the first business I ever remember writing was where I lived there was a race course and they I used to see everyone piling into the race course walking down the street near my nana's house walking down I thought no if I just stood there and sold sandwiches and I maybe make a few quid so then I'll be like Okay how much is a loaf of bread. And it was like 30 pence how much a pack a ham. Break it down margarine on butter or margarine back in them days and then work it all out. This how much it costs me a dollar a pound a sandwich will only sell it for two pound fifty bucks and that's what I did and I've done that and I just always kept that up forever so going back to what you said I was right in these business plans when I knew I needed to leave the restaurant and I was like try Cafe and I just couldn't get the figures to work I just couldn't work it out. The mass didn't work out and the scalability didn't work out when the whole thing and I was like What am I going to do. So then I ended up making these terrines for stuff. This stuff hampers and then showing off everyone was like they were fantastic. You should start doing them and selling them. Okay let's do that. That's what I want to do and that's how we started.

Tim

I love it. Finally business plan came through clearly a great thing to do in your growing years to finally land on one that you love so why did you choose charcuterie?

Robbie

So charcuterie is like cold meat basically like pâté. And that's like more of a quick kind of charcuterie you can make it within a couple of days and then you've got things like you know I like salamis and prosciutto and all these something that all comes under the category of charcuterie.

Tim

So that niche that you've chosen and Robbie I do love a good niche that is because that's the type of chef you'd grown up as?

Robbie

Yeah exactly that. I've come from the classics. Our tagline is cooking the classics and that's where I come from. I've come from the old school generation of cooking and using off utilising the whole product buying the whole animal and using it open that's and I love that and I love that technique. And like I've said many times in many interviews I love the fact of being paired for the skill. Like you buy a secondary product like a pork shoulder for instance you do a process to it which is this skill and then you turn it into a premium product so you turn that like a seven dollar kilo into a thirty five dollar a kilo product.

Tim

So you do your business. You love being a charcuterie I guess that's what you're called. You've done the business plan on it. What's the next step because right now you've been an

employee I think is quite interesting the fact that you got oh hang on we're having a kid I better make life easier and start a small business

Robbie

Honestly I tell you what the next two years I can't credit my wife enough. Honestly I just really can't. You're having a baby and that's a lot of pressure and then financially we took such a hit. You know I was the executive sous chef at a really well-paid job and I went down to earning no money it was crazy and I tell you about some hard times.

Tim

Mate tell us I think we need to understand I mean to small business owners listening who understand the hard times as others listening who are thinking I'll start a small business. Tell us about the hard times.

Robbie

It got as bad as I've never really said this and even even friends and anything I've just kept this totally into my heart. But on this opportunity as you're asking we got money for my son when he was born from friends and family and all like a hundred dollars here a hundred dollars there. And we spent all. That's all gone we don't have a penny of that it's all you know we had to spend the whole lot to keep afloat to pay for rent that's how bad it got. And I'm not joking it's not too old or anything I'm not saying that we're superstars and I'm sure anyone would do it and go through that when you're in it you're in it you commit to something when I commit to something I go hard it take a lot to break me and so we eat like chicken wings from the chickens that we raise it was diet was diet diet diet times but my wife never not once did she ever question never. She would say this is really difficult we're really struggling to pay rent and whatnot and I said it'll be fine we'll get there we'll get there we'll get there don't worry let's keep going one step in front of the other we'll get there and sure enough we got there.

Tim

At this point I'm questioning your ability to write a good business plan Robbie.

Robbie

Look this is the thing we did this on cash flow. We built this on nothing. We have not a penny investment.

Tim

And outside of your son. You've never borrowed money?

Robbie

Yeah.

Tim

And it just cash flowed the thing all the way. What gave you the strength? You sound like a fighter to me. But what gave you the strength and the mental strength in particular to go. We're going to get there. This is going to work.

Robbie

Because I want to go. I always default to this. I'm dyslexic so man I tell you what. 16 years 15 years. 10 years at school whatever it is that you do. That was a really hard time. And that was like seriously like I used going to lessons and not have a clue what was going on I didn't even know what university was till I was like 20 21 or 22 never even heard a university. I didn't even know what it was. And I used to go into classes and there would be talk I didn't have a clue what was going on. And I figured out we got there and it was incredibly difficult. And I feel like I'm unbreakable mentally in that sense. I don't know. I will never think about failing never not once ever ever thought about not getting where we want to go we'll get there. It'll be hard. It's gonna be incredibly difficult. We're going to go through some hard times. We'll have to really struggle and dig down deep and make it work. But if it come to it. I was working and I'm jumping around here but I was working five days and building the business for two days and they said no no no no no no this is enough you've been doing this long enough you had this come back on with us or you make the jump. So we made the jump. Well I always knew I've got seven days in the week and we only put in like six in the business I could always go and get a job we could cut back on the business and I would start back work and I could and we didn't owe any money that that sense of not owing any money was really beneficial for me.

Tim

You must have come very close because every single dollar you're making you're putting back into the business living on chicken wings. Did you come close as looking to wife and going look let's go to the bank and just get it 5000.

Robbie

Never. I just didn't have it. And an apology for a lot of people's out here but I really don't like the banks to be honest I really don't.

Tim

Many don't.

Robbie

Yeah I don't. I just don't like the way that they do it. It is that's just my view and I'm sure it works for a hell of a lot of people. But this is the way it's my role. It's my journey and my wife's journey as well not just my journey. Its mine and my wife's journey and we'll do it the way that we want to do it.

Tim

So you're eating chicken wings you're going this is hard whilst going well how are we going to pay the rent next month. Tell us about the point where things turn around and you've gone this is working.

Robbie

So we got good accountant and got a meeting with him and we start to see some progress to be able to pay the bills and not wait for the cash flow and things and not waiting to get the bills our bills into them pay the bills obviously that's a pretty simple thing but that's when we could start going OK we've got a grand in the bank so we can pay our bills and then we can wait for our money to come in that was OK we can see some progression here and obviously we will always buy in equipment so we'll make a bit of money and then we buy a piece of equipment. So we always knew we were making money. It's just we couldn't get to the money because we needed to build the business. So I knew the fact when obviously we had zero when we could see all the numbers in the margins and it was always there but it just wasn't growing fast enough but it couldn't because we didn't have the equipment. You know I mean it was just like I could see that we were on the right trajectory and it was working. It was just a matter of time. That's what it was.

Tim

I'm always interested Robbie to know where names come from city Larder. What had you come up with that?

Robbie

So the name Larder is obviously. I think it's English the Larder would be cold area in the kitchens and there'd be maybe a slab of marble back in the day that you would keep your meat on in England before refrigeration and things and in big kitchens you'd have the larder section which would be the cold section which is terrines made on and then obviously the city we were in the city and it was like I want it to have a bit of a feel of the country a little bit like an old French farmhouse countries feel with the Larder then modern with the city. That was a thought process basically.

Tim

It sounds like you nailed it. So the business today is you're a wholesaler to about 200 restaurants and cafes and food stores around Australia. You've got a shopfront in isn't Ivanhoe?

Robbie

Well actually we had to shut the shop front because again we did the maths and it wasn't working so we've now actually turned that to a portion in and packaging. Because the wholesale business when we took on the shop we needed the shop front to get the revenue and cash flow. Instant cash isn't it. We needed that just to keep it going. And then when once we got the shop we really started rocking and we really started making some good not money but getting good revenue. So we just made the decision that this wasn't going to work with the shopfront so we closed a shop front turn it into a packaging room to keep it separate. So we've got a raw room a cooked room and a packaging room.

Tim

How many staff you got?

Robbie

Nine.

Tim

How's it going. Every small business owner I ever speak to is like I mentioned people they go Oh really what else we got.

Robbie

No. I've got no bad word to say about any of them I love all of them they're all fantastic.

Tim

I reckon you'd be a pretty good boss.

Robbie

Yeah. Look I believe I work for them and I truly believe that. I genuinely believe that. I want to give them every opportunity that they want and we've got a lot starting with those and the kitchen's closed Saturday Sunday I said if you want to come in and start your own business and use a kitchen on a Saturday and Sunday you can start your own business. I want to give people an opportunity. Some people want to work. It's important be away early and get away at the weekends. They're really into that they've got all the other interests. I don't I don't feel like if someone wants to get out and this isn't their life and soul it's just a job. I understand that as well then we've got people who are a bit more want to be part of the business and grow with the business. That's also fine. It's whatever that person wants.

Tim

I love that. Well I guess you're doing what rockpool did to you which is allowing you to create something of your own. We had a guest on a couple of weeks ago Amanda Stevens who I think it wasn't her quite but she reminded me of the quote What happens if I train my staff and they leave and I think the other side of that quote is what if you don't train your staff and they stay.

Robbie

Yeah never thought of it that way. That's exactly that.

Tim

Well I won't take no claim for that but I love business owners who put so much effort in. Boy oh boy you're saying you feel like you work for your staff I mean that is an interesting approach. One thing I've noticed just looking at the city larder brand Robbie is that you seem to attach a lot of importance to the visual branding the logo beautiful photography beautiful web design how important is this to you?

Robbie

We actually have two or three photographers at work for different styles as well and yeah the branding is really important.

Tim

Is that because you've grown up in restaurants that are beautifully presented. You've always been into the aesthetic or is there something else there?

Robbie

We definitely try and bring the restaurant mentality to a wholesale business. There's no two ways about that's exactly what we do with the service. We try and give the service to our customers that we would get in a restaurant. That goes right away along. So I guess terrines and pâté effectively have a tendency maybe if you just say not interesting. So we need the visual as well and video we quite begin a video of a few of them and we just try to bring in the modern day it's an old fashioned style that people are definitely getting interested in and we're just trying to modernize it and brand it off basically.

Tim

That's really interesting. So what you said then is you're bringing the five star restaurant service mentality to a wholesale business. What's that look like. Give me like two or three things that you see delivered in a fancy restaurant that you've now brought to wholesale.

Robbie

OK. So for instance last week it's pre easter mega time was really big. It's a second busiest after Christmas. This is the busiest time of year for us. And then so we know the delivery driver who drives the van is going to be under the pump. Everyone's got instead of getting one or two boxes against three or four so they have to make many runs to the shop and this at the other. And so instead of just leaving that which a lot of wholesale business do is just like no communication. We back emails everyone calls everyone and says we've got a very busy one this week just to let you know we are coming but it may be running half an hour late and just communicate with them that that's a situation. That's the same as if you were in a restaurant. If the kitchen is getting slammed and you've ordered a steak or a bowl of pasta or whatever it might be in a restaurant the chef may let everyone know that we're getting sluggish a little bit we've had two tables come in two big tables and just said the food is coming but there's a little bit of a delay asking if they want another drink that might be something. That's good service and that's what we do. They're the kind of things that we're prepared to do.

Tim

I love that mate communication.

Robbie

Communications. It's huge. It's key.

Tim

It is absolutely key because I mean people get it. People like understand that sometimes things go wrong. Things get delayed and sometimes businesses hide behind that they are too scared to make a phone call or tap the customer on the shoulder and go oh you know your delivery has been put back a bit but we're forgiving creatures at the end of the day. Most of the time.

Robbie

Absolutely so that's a full house and then the back of the house. So for instance we were making a black pudding and it was on a guy's menu and he committed to be first to be on the menu and we got it wrong twice and I was like this isn't working it's not happening. We ain't got the time to spend on it properly. It was push to one side we weren't selling enough to make like a real line to make it really work. So I made the decision. This isn't good enough. Let's just stop doing that line. We're not doing a very good job and not doing a job good enough for our reputation and we're letting people down. So I then found another supplier for him and said look we can't do it but check these guys out. These guys make a good black pudding start using them. So that's another area of trying to give good service like you would get in a restaurant.

Tim

Has that come back and rewarded you?

Robbie

Absolutely. Relationships are a key it's a key thing. Like for instance someone's two people's fridges went down last week. Two of our customers would you believe in it's happened to me a about a year ago when I cooked three thousand dollars worth of stock and I put it in the fridge we went away for the weekend comeback the fridge is it 30 degrees in the compressor had gone so throw all that stock away it's heartbreaking I mean putting that in the garbage was just absolutely heartbreaking since we've put things in place where we have sensors in all the fridges and we get notifications so that won't happen again but this has happened to these people. They had to reorder like when you fill your car with diesel you got to pay for the diesel. Then you empty it. You got to pay it emptied and then you've got to refill it with petrol and you got to pay for that to happen again. Oh my goodness. So they've got a rebuy all the stock. So we just give them a little discount and say look we're really sorry about your fridge going down there's a little discount I know it's not much but at least it's a little bit of help to pay for the fridge to get fixed it costs nothing like what's it cost us 50 on the books it doesn't matter they're having such a bad time we would be there support them because if you support them in the hard times they'll support you in the good time.

Tim

Yep totally agree. And the whole concept of high perceived value decline at a low cost to you the business owner is a great strategy and mindset to have.

Robbie

Exactly.

Tim

I have to go back a couple of minutes Robby black pudding. Can you just give me some insight into why we need black putting in the world?

Robbie

Well first of all it's absolutely delicious. We'll start with that. And secondly it's incredibly healthy. It's super healthy. So that. Yeah well it is what it is. It's something that I love. Also why waste it. The animals died for you to give up its life for you why just let that perfect legal product just poured down the drain. Why do that when we can use it.

Tim

And hello to all your vegetarian and vegan listeners out there. Robbie most effective marketing that you do for city Lada. What is it. In terms of attracting new customers because you're B2B business at the end of the day, aren't you.

Robbie

Yeah we are. Yeah for sure. And so there's two that I'd like to say. One is working on word of mouth and actually working on that. Doing things that help promote people to spread your word not just delivering to them and hoping but making wild fact is going the extra mile. And really never missing delivery has always been the libel and making sure that they talk because obviously they all talk amongst each other. You know retailers. So that's one area I would definitely say as a market until we work on trying to get people to talk about us. And then I think the next one is it's pretty simple to be honest and that's Facebook and Instagram marketing and target markets and that's probably the second biggest one.

Tim

Paid advertising?

Robbie

Paid. Yep paid.

Tim

Okay. Do you do that yourself?

Robbie

Yeah we do that ourselves. We do it. Yeah.

Tim

Yeah it's interesting. So boosted posts on Facebook.

Robbie

Not boosted its targeted.

Tim

Targeted posts on Facebook help you attract new customers. So what are you doing? You're saying there's a lot of restaurant cafe owners on Facebook I would have thought Instagram is why I'm questioning you.

Robbie

Instagram as well. Instagram also for sure. Probably even about the same. Because we can target and because in the wholesale business also people are looking for the next new thing maybe something different. A point of difference, especially in the market that we're at where we're trying to look for something unique that Coles and Woolworths haven't got. They're always searching for the kind of products. So if we couldn't get out there and be in the market for owners and buyers for these kind of places and promote that things like will promote like farmer's markets for instance we do farmer's markets. But part of our when you when you choose your categories that you want to target we will go farmer's markets because we know a lot of these small independent grocers butchers buyers for these kind of places go to farmer's markets and look for new products in farmer's markets which we do. And we've had plenty of business through that. So therefore we just use social media in that target.

Tim

You mentioned Coles and Woolworths the big daddy of all the retail fmcg. Do you wish that you get the big contract or do you want to stay.

Robbie

Definitely not. I really dislike them as much as the banks.

Tim

Wow. Hello.

Robbie

Well they're not for me. Only thing I buy from them is like bleach probably about it really. The rest I wouldn't buy it. I don't agree with their philosophy. And I think the way that they try and brand it without delivering the meat is terrible the way they care for the people is terrible. I think the automation is not good for our industry. And I think it's technology you can fight technology all you want and you're going to come off second best is not two ways about that. But I would rather my dollar go to the small independent than the big corporations personally.

Tim

Love it. You probably can get bleach outside of those places anyway so.

Robbie

Yeah probably right.

Tim

You're a man of principles clearly.

Robbie

Yeah I do I think so yeah. I just think they've put so many people look at going back to England and you look at them they've put the milk out of business what will happen to milkman when he's gone because of them the news agents they all sell all the papers and they're all getting going out of business. The point of all business then the people and people may not still get on your high horse or whatever but then the people say Oh all the shops have shut down in the high street it's not like it used to be. Say yeah because you're spending all your money in a one stop shop. So all the independents can't do that. If you think about how many how many employees it takes to run a Coles and how much revenue they take as opposed to how many employees a small independent takes and how many employees that they take. It's much better for the economy to shop at this small thing that might cost you a little bit more. Well they've been paying part timers and it's a lot better. It's my view.

Tim

I totally agree with you the last bit. It might cost you a little bit more. I actually think it costs you a lot more and I'll probably stir the hornet's nest here. I'm all for shopping with the small guy. I've been doing a podcast for the small guy for 10 years I love support and if you add up the savings of not going to the small guy over the course of a year I would argue it's probably in the thousands of dollars. If you go to the little hardware store if you go to the little bakery the little bread guy the little charcuterie the little everything. It's going to cost you a whole lot more. There's great joy in it. There's great satisfaction in it. I just hope that we get to the day when the majority of the population and not just those on big incomes can or we can all go to the small guy. That would be awesome when we put the big guy out of business.

Robbie

Oh that's my dream. I would love that for sure.

Robbie

Just going off that a little bit. I also believe you're probably correct about that is more expensive but on the same hand if it wasn't for the small guys we wouldn't have had the opportunity. We probably wouldn't have this opportunity in England to be fair because I really feel like the small guys the independent butchers the butchers and these kind of people in Melbourne they'd give us the opportunity and now we've got nine staff and what's that done. And people kind of do it if they don't want to be wearing the top of the range airMAX. If they don't want to have the top of the range plasma LCD. BWC TV you know what I mean it's like if you do want that and you're more interested in your community and you're more interested in what you're putting into your body as opposed to what you're watching on the telly or whatever it might be. Well then it's better for the community. In my view. That's how I shop and the way I look at things.

Tim

I'm just writing that down. Be more interested in your community not your shoes. I love that. And there's an aha in a ha ha. And I think you've nailed it there. Robbie I just want to finish because what I am talking to a fellow podcaster. You've been podcast. You got about 30 or 40 episodes under your belt of cooking the books podcast. Why did you start that?

Robbie

A few reasons. Again on my high horse but I feel like there's a few reasons one I'm not in the kitchen as much so I don't have that connection with the chefs. And I love the hospitality and the restaurant industry I love it. So I didn't have that connection I wasn't in communication with people like I used to be. I used to be really in it. So that was one reason I wanted to keep that networks and then communication alive I guess that then conversations alive. That was one reason the other reason was brand recognition. I wanted our brand to be recognized with some of the best chefs in the world and let them know that I put a lot of effort into creating these relationships and that's our background and I wanted to give confirmation that it wasn't just all talk that I have worked with these guys and I have done that it was a of brand recognition and connection with that sense. And the third reason is I feel like some of the big magazines and papers have their favourites and if you are the in thing and you're the cool thing at the time well then you'll be in the paper a lot or you'll be in the magazines a lot and it's only the top tier that kind of get involved in really and then the open commerce. And I feel like the guys who were in there doing it every day grafting grafting grafting don't really all get the recognition and I would like to give them a platform to tell that story.

Tim

Again back to the mass media like the big magazines and the big TV station you just see the same people rolled out time and time and time again. And I think it's boring and I'm with you I take a little bit of pride in the fact that on this show I have people as guests that many listeners have never heard of and they now have like you mate your smashing it. Hopefully I can give you just a little bit more exposure because you're doing awesome things. What has podcasting done specifically for City Larder?

Robbie

Again we're going back to the community. I think it's made our community a lot stronger and all people say all the time I was listening and inspiration in our community because a lot of our stockist listen to it and we've added a lot of our stockists on as well. They listen and they feel part of a community we're all part of a bigger thing I think that's basically it. We're just trying to create a bit of a community and we can all bounce off each other take inspiration from one another. Believe that you're not the only one in the trenches having a hard time or even a good time and maybe get a few tips along the way. He does this he does that and I just like to have that platform and I enjoy that.

Tim

Love it. What a simple way podcasting is to give back to someone for you to say to a supplier or a colleague in the industry Hey can I interview you. That's just an awesome gift.

Robbie

All right. Yeah absolutely. And I feel great. I'll be honest the same as this I'll come off this and I am like endorphins just pouring out of me and dripping from the ceiling for you to say.

Tim

I will change the tagline endorphins dripping from the ceiling over here at small business big marketing.

Tim

You come out high feeling great and something like this can change your week.

Tim

Good on you. I love that. Well speaking of week and looking into the future what can we expect in a year's time from city larder where you're going to be?

Robbie

Well I use the power of visualization heaps. I mean I use it on a day to day basis and the futures looking good for us in my view. And there's a lot of channels that we want to get into. We keep growing. And I truly believe that. Well fortunately the way the wage cost in Australia. But the way the wage cost is and the margins in the restaurant is very low it's quite difficult to make a dollar a strong dollar. Like consistently and I just think there's a big gap in the market for ready to go B2B and food items like back in the day people used to go buy a whole animal and then would break it down themselves and sell each part then the butcher come on board and he started breaking down each part and selling it to each restaurant as they wanted it. And I think the next part of the evolution is for restaurants to start by and ready to go cooked duck breast cooked pork bellies. These kind of things and that's the market we're going after

Tim

Robbie I've thoroughly enjoyed talking to you. You reckon you're going to race off with endorphins I'll be doing the same mate its have been a bit of a loving

Robbie

That's a great contract when both people leave happy. We know we've done a good thing.

Tim

I agree. And to everyone else well I was going to send all listeners to city-larder.com. I mean go and visit it. But if you're a restaurateur or cafe owner or you've got a stall at a farmers market please contact Robbie and just make a really big order. Robbie love your work mate. Thanks for joining me.

Robbie

Thanks for the opportunity. Real quick just before I go on I know time's precious. I started off listening to you about five years. I think it's about five years ago. I briefly mentioned it's

in the past about the guys that were put in the bins away for a dollar and I visualized being on this podcast I visualize going on Joe Rogan's and I visualize going on Gary Vee I visualize going on yours and today it happened and this is just the first step in many of our path to get to where we want to get to.

Tim

Love your work Robbie big man hug

Robbie

Take it easy. Thanks for your time everyone.