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all in the family

The Masterson clan is earning rave reviews for its delicious meat and seafood, with even the pollies at Parliament House chowing down on its steaks. But, as **Mark Flack** reports, there's nothing stopping you enjoying a taste as well.

WITH continual development and an ever-changing marketplace, it would be fair to say that family-run businesses are becoming fewer by the day.

However, the Masterson family is bucking the trend in Logan through its business, Bedrock Beef and Reef, a meat and seafood wholesaler based in Loganholme.

With Kevin and Matthew as joint managing directors, Kristian as production manager, Adam as the apprentice butcher, Katy and Jeanie handling retail and Kathy on accounts, it's fair to say the Mastersons qualify for the tag of "family operation".

The Bedrock Beef and Reef story started just two years ago when Kevin Masterson and son Matthew sold a recruitment business and went in search of a new investment.

It was then they happened upon an idea being promoted by one of Kevin's other sons, Kristian, an accredited butcher.

"Kristian was the one who put the idea in our head that there was an opportunity to provide meat to quality clients in the region," Kevin says.

"We had just sold another business

so we thought it was something to look into."

They soon set up shop and have since developed a client list featuring some of the region's most exclusive restaurants including Ristorante Fellini, the Hyatt Cooloom, the Brisbane Convention and Exhibition Centre and Queensland Parliament House.

Matthew puts Bedrock's achievements down to their commitment to providing a "family service", despite managing to distribute close to 20 tonnes of meat every week.

"All our sales people are family and we think that's a key part of our success," Matthew says.

"If one of our clients needs something, they know they can call us at any time, day or night, and we can get something to them. It's a preparedness to do whatever it takes.

"I think the family has a pretty strange work ethic. Twelve hours is a pretty short day here and most of the family works six days a week."

Thinking about their growth so far, it

wouldn't be a stretch to think they can only get bigger and ultimately busier.

But according to Matthew, their approach will stay the same.

"We want to try and run it as a family business no matter how big it gets," he says.

"We want to try to remember what it was that made us successful in the first place."

Bedrock Beef and Reef is at 70 Chetwynd St, Loganholme. Visit www.emeat.biz or phone 3806 1333. 

