

## Bedrock Beef and Reef



When the Masterson family decided to open a meat and seafood wholesaling operation two years ago in Logan they thought their best option would be to open in a high traffic major shopping centre location.

They were stunned, however, when they were told the six figure annual rental agreement they would have to sign and that he would only get a five year lease.

"Adding to that the centre wanted us to spend more than \$100,000 on a refit of an existing butcher shop," Kevin Masterson said.

"It just didn't make sense that we would have to outlay so much, meaning the only way we could get our investment back would be to

load up the prices," he said.

That's why we decided to take the chance and buy our own premises in the Loganholme Industrial Estate.

As it turns out it was the best decision they could have made as Bedrock Beef and Reef heads for yet another record turnover month.

The original wholesaling operation opened in 2005 and had a small retail area which became so popular they had no choice but to expand.

A large new retail store is now located at the front of Bedrock Beef and Reef in Chetwynd Street and this is already proving a big winner.

They have recently expanded their staff to meet the demand and now employ 22 workers including three

apprentices.

Bedrock concentrates on top quality meat and much of their sales come from leading restaurants.

"We look for best quality and freshness at a reasonable price," Kevin said.

Kevin has also taken that same philosophy over to the seafood side of the business and following the expansion of their retailing operation he now makes an early morning trip each day to the local seafood markets.

"I'm on the dock as the Shorncliffe trawlers come in with their catch which means I can pick the best that's available," he said.

"All our quality seafood is fresh and I guarantee it has never been frozen."