



popping up in just the last few months alone – Ethan’s Gourmet Foods which at the moment focuses on Japanese produce, a butchery at Tanjong Katong called Meat Collective, and an online organic barbecue delivery service known as Stoke.

For these new kids on the block, their main goal for now is to make a name for themselves by selling high-quality produce at reasonable prices, to target the middle to high-end consumer.

Explains Ruth See of Stoke: “If you were to buy a ribeye steak from a supermarket and get my organic grass-fed ribeye from Australia, do exactly the same thing and cook it exactly the same way for the same duration – I can tell you mine will taste better just because the beef is more tender and natural.”

Like Ms See, Sasha Conlan of The Bar-

bie Girls – an online gourmet meat and seafood grocer – also believes that it is the quality of their produce that has earned their popularity among consumers.

“In my experience, consumers are becoming more educated about the produce that is out there and also the quality of that produce. I don’t so much feel that the interest is in “gourmet” produce, the interest is more in good quality food that has been ethically produced and is fully traceable,” she says.

Ms Conlan’s business started out in October 2011 selling only lamb; they saw an average of about 10 customers per week. Now, they sell a much wider range of produce including beef, poultry, pork and seafood, to about 100 customers per week.

Adds Swiss Butchery’s Mr Foo: “Our country’s solid food culture is one of the

push factors. People’s expectations are steadily increasing and they are slowly assimilating with the mantra ‘health is wealth’, which advocates a better quality of life, and quality food is the basis of that,” he says.

Asked about the future of the gourmet meat industry, there’s a consensus among the grocers that there is still a lot more variety of high quality produce that can potentially be brought into Singapore.

Says Mr Foo: “With the rise of new age farmers and so many different techniques of raising livestock, we can expect an even wider range of produce in the future. That being said, different meats appeal to different tastebuds so I think we still have room for growth.”

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