



Nothing Bland About It: Butcher's Mark Announces Grand Opening

Modernized butcher shop opens new storefront at The Shoppes at University Town Center

Bradenton, Fla. (November 19, 2018) -- When you take the traditional style of a New England butcher shop and combine it with a modernized experience - and yes, a little wit and fearlessness - you get a dynamic and bold brand offering restaurant-quality, marinated meats at home. That's what Butcher's Mark is all about, and that's what the company plans to bring to the table when it opens its doors at The Shoppes at University Town Center on Wednesday, November 28 at 9 a.m.

Created from the mind of established restaurateur Charlie Haney, Butcher's Mark will feature humanely raised cuts of marinated steak tips and chicken, traditional cuts of beef, pork, lamb and veal, as well as sausage made directly on-site. Perhaps even more important than the cuts of meat are the flavors - outrageous, melt-in-your-mouth flavors. Guests will be able to choose from Butcher's Mark's 20 flavor profiles all of which have been marinated with a proprietary process, ensuring every cut of meat thrills your tastebuds.

"The passion behind Butcher's Mark came from traditional New England butcher shops that I grew up with and the desire to transport that local fixture into the modern era," said Charlie Haney, Butcher's Mark founder. "I saw an opportunity to take the high-quality cuts of meat that are typically limited to restaurants and make them accessible to the public. In doing so, we're able to modernize the experience while still providing that same passion and quality we came to love about the neighborhood shops."

The skilled team at Butcher's Mark will provide good advice and straight up delicious, fresh, top-quality and expertly-prepared cuts that will hit the mark each and every time. Even the name speaks to a commitment to quality and experience. Each cut of meat has to meet an insanely strict seal of approval known, fittingly, as the butcher's mark. It's a promise built into the foundation of the company and a nod to the craft of creating the most flavorful meats possible.

Butcher's Mark's menu will feature such premium highlights as Australian Wagyu, Japanese Kobe Beef, 100% Berkshire Kurobuta Pork, milk-fed veal, and prime lamb. The store's retail space will also offer grab-and-go food options, charcuterie and cheeses, and a private line of select products.

In addition to unveiling the new space at 8519 Cooper Creek Boulevard in University Park, the grand opening celebration will include a one-of-a-kind contest that allows excited customers to catch Butcher's Mark flavor early, and enjoy it all year long. These lucky few will win delicious Butcher's Mark chicken for a year! Details will be unveiled soon on the brand Facebook page, [Facebook.com/butchersmark](https://www.facebook.com/butchersmark).

Customers who are short on time but find themselves craving the exceptional marinades and flavor-packed meats offered by Butcher's Mark will soon be able to submit their online orders via the company website at [butchersmark.com](https://www.butchersmark.com). There, customers can also learn more about Butcher's Mark meats, marinades and the incredible story behind the brand.

About Butcher's Mark

Launched in 2018, Butcher's Mark is a modern take on the traditional butcher shop, where guests know that the freshest, finest, most tender, savory marinated meats ever tasted are just minutes away. Using flavorful, handcrafted, secret recipes and a proprietary technique that guarantees no ounce of flavor has a chance of escaping, Butcher's Mark promises to deliver the most tender, over-the-top mouthwatering foods your taste buds have ever experienced. For more information, visit [butchersmark.com](https://www.butchersmark.com).

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