

Carnivores: get ready to meat and greet

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By Staff reports

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Reading -

Reminiscent of bygone days when the local butcher down the street knew all of his customers, butcher shops have, through the years, been melded into the operations at most large supermarkets.

Now, Reading residents will have one of their own to serve their favorite meats.

The Olde Redding Butcher Shoppe on Haven Street is slated to open by Labor Day and owner Gregory Chesnulovitch said the plan is simple: providing the Reading community with a full-service custom butcher shop.

“The inspiration primarily came from Reading residents speaking their minds on what they felt the area needed,” said Chesnulovitch. “We listened and did something about it.”

According to Chesnulovitch, his shop will build its reputation on customer service and quality

“Neither will ever be compromised,” he said. “There was no inspiration other than listening intently to the needs of the residents and acting upon it.”

The Olde Redding Butcher Shoppe will offer a full line of custom cut meat and deli items fresh daily. The shop will be an "angus only" store and customers can expect the return of such hometown favorites as holiday roasts, marinated steak tips and chicken cordon bleu.

The opening of The Olde Redding Butcher Shoppe comes on the heels of the closing of the former Atlantic Market on Haven Street. For years, residents had come to depend on the market for their meats.

Denise Benard, owner of Salon Muffie on Main Street, said she and many of her clients are excited about the opening of the butcher shop.

“They were bummed when the Atlantic went out,” said Benard. “Now, we’ll have a personal store. It’s going to be awesome. Hey, I’m going to go there.”

As a business owner in downtown Reading, Benard said successful businesses bring positive benefits for the entire business community.

“I’m glad the space will be used,” said Benard. “It’s not (going to be) just an empty ugly building.”

Ray Zwicker, 85, a long-time Reading resident who lives on Bancroft Street, said his wife Christie used to do the shopping. But she died last year and Zwicker figures he’ll be heading over to the Olde Redding Butcher Shop as soon as it opens.

“They need something in there,” said Zwicker. “Anything is better than nothing. I think they’ll do all right.”

Brooklyn start

While Chesnulovitch began his career as a meat cutter in Brooklyn, N.Y. 25 years ago, he moved to Reading six years ago and found a job in the meat room at the Atlantic.

Chesnulovitch, who walks to work each day, said despite the beautification efforts being made with the downtown reconstruction project, the downtown’s success is based on local business.

“Residents need to be shown there are other reasons to visit downtown other than to drop off their mail or visit the bank,” he said Chesnulovitch. “I’m confident our shop will enhance any future plans for Haven Street and beyond.”

The tag line for the shop will be "The people you know, the meat you love.”

“Our entire team consists of a family of former Atlantic employees,” said Chesnulovitch. “Any customer that ever walked through the doors at the Atlantic will recognize all of us. From a customer service point of view, you’ll be treated as if you’re the only customer in the store because you’re only as good as your last smile.”

But Chesnulovitch said offering the finest in prime and choice cuts won’t be enough. He said the shop plans to offer custom size cuts, adding a customer may want a steak cut to be 1/3 pound or have a holiday roast trimmed and tied within 15 minutes.

“We can handle that,” said Chesnulovitch.

Chesnulovitch said the permit process with the town is moving ahead and the entire town has been supportive. He adds there is adequate parking with several spots directly in front of the shop and behind the store, as well as parking in the lot next to the Reading Co-Operative Bank.

“As a Reading resident, I think there’s one thing we tend to forget,” said Chesnulovitch. “Reading isn’t a town – it’s a neighborhood. It’s a collection of families that have been here for generations and newcomers alike. I love the idea of seeing friends at church, walking down the street or at the post office. Now I’ll see them at the butcher shop as well.”