

# The Royal Butcher:

## Lexington's "Boutique Butcher Shop"

Americans consume more meat per person than any other nation in the world. Fruits and vegetables vary by season and location, but a succulent cut of meat is typically included in every meal. Finding quality, affordable, local selections quickly can be tough and time-consuming. Due to the fact that meat is a high-ticket item, customers typically comparison shop weekly. Large grocery chains often use meat sales as "loss prevention," offering discounts to attract buyers who will then also purchase more expensive basic items during a visit. Even though it may seem cost effective to buy bulk packs for a family, there is less actual meat per pound because cuts are often tumbled with water and preservatives to prolong freshness. While this may not always affect taste, there is no substitute for the texture and flavor of fresh meat acquired from a local farmer's market or butcher shop.

by Kristi Antley



Nestled beside the Kingsman Que and Brew restaurant on Main Street, The Royal Butcher, co-owned by Chef Henry Griffin, has a wonderful selection of premium, locally sourced meats for your family. Trained under the apprenticeship of renowned Chef Fulvio Valsecchi, Henry's fresh cut meats are personally picked, cleaned, cut, and prepared for presentation and sale. Being part owner of both the Lexington Kingsman and the Cayce Kingsman, as well as Ristorante Divino Italian Restaurant on Gervais Street in the Vista, allows his expertise to flourish. The shop supplies beef, poultry, lamb, pork, and seafood to the surrounding area.

### Fresh and Healthy Choices

Prices are competitive at The Royal Butcher because meats are cut "in house," made to order, with minimal waste. Have you ever compared the color of ground beef at a local grocery chain to the ground beef at the butcher shop? The butcher shop beef will be a darker



red because it is fresher. No freezer and no mass production means the absence of additives, chemicals, and fillers as well as better feed for livestock and more humane slaughter, naturally yielding higher-quality meat. “Our meats are the freshest available and sell quickly, within one to three days,” remarks Henry. Customers have come to trust and appreciate his experience and opinion and drop by for ideas when they are looking to try something different or need a recipe. There is also a special feature if you decide to eat at the Kingsman restaurant in Lexington: “Select and pay for your meal from the butcher shop, walk a few steps over to the Kingsman, and enjoy an alcoholic beverage while your food is prepared for only \$8.99 in addition to the cost of the meal.” A perfect outing!

### **Unique Items, Custom Orders, and Pig Picking**

A butcher never buys in the same volume as a chain store, even if he is purchasing from the same vendor. Henry’s frequent, specific purchases of livestock and fish, instead of large, generic bulk orders ensure unique, delicate cuts that are personally inspected and handled so that each piece meets requirements for sale. Requests for special selections of ground beef can be accommodated using fat ratios from different types of meats to reach desired taste. The Royal Butcher also carries difficult-to-find pieces such as beef tongue, chicken feet, pork skins, turkey wings, and drumsticks, along with homemade beef jerky, sausage, and pork hash and several traditional dishes prepared using Henry’s grandmother’s recipes such as potato salad, pimento cheese, and



macaroni. Fresh bones are also frequently available to season soups or make bone broth, and whole hogs can be delivered for pig picking and retrieved after the event. With such an extensive selection of meats, options for catering, local products, and friendly service, there is something for everyone at the Royal Butcher.

### Personal Service, Quality, and Expertise

Quality and satisfaction are of utmost importance at The Royal Butcher; within each piece of meat is the pride of the shop, and each visitor's experience is important. If a customer is not sure what foods are suitable for an event, Henry or one of his knowledgeable staff members will offer suggestions, explain how the selection is best prepared, allow custom choice of cuts in the amount that is required (instead of a buying a four pack when you only need two,) and personally wrap each piece. You are not only making a purchase, you are developing a relationship when you shop at The Royal Butcher. "I have had some of the same customers as long as our doors have been open and look forward to seeing them each week," says Henry. "I'm a local guy, and I know what they like and try to keep those items in stock."



cession. The shop also offers a variety of regionally sourced chicken, turkey, and duck for the finest selection, guarantee-

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Excellence begins with the right breed, and The Royal Butcher is one of only a handful of butcher shops in the area that holds a Certified Angus Beef (CAB) license, sourcing the upper 2% of cuts from the top tier of USDA top-choice, prime, and grass-fed beef. Dry-aged, high-grade meats are cured in a walk-in humidity and temperature-controlled refrigerated room, allowing slow dehydration causing flavor to be highly concentrated. "One of our most popular items is the fresh trimmed Tomahawk beef steak - the large bone represents a single-handed axe," says Henry. It will definitely make an amazing presentation and table dis-

ing a quality product from farm to table. If a particular item is not in stock, an order will be placed and received within a few days.

As we become more aware of the environmental effects of industrial farming and the health benefits of eating more fresh, whole foods, you can be an important part of sustaining the local economy and community when you shop at small, individually owned businesses such as The Royal Butcher. For current specials and available items visit its Facebook page or drop by and see Henry. Make your next meat purchase a culinary experience instead of a routine errand. ■



**The Royal Butcher, 924-B East Main St., Lexington, SC 29072  
(803)808-0330 | Mon - Sat 11 a.m. - 7 p.m.**