



Dirk's
— DAVENPORT —



To our valued customer

Summer is upon us and here at Dirks Meat Market we are all about giving quality, service and value to our customers. With Durban Summers being hot and humid, we urge our customers to take measures to ensure the quality of the product is consistent from the time it leaves the shop, up until it lands on your table. The cold chain process is vital to keeping the product fresh and quality standards high, especially for pork and poultry. Always remember, meat is a perishable product so its critically important to keep the product cold until it is intended to be used. We have a handy list of tips and tricks for our customers to follow to ensure that the same quality you receive at dirks, is received back home.

A slight temperature increase, over a prolonged period of time can cause the meat to break down and become inferior in quality, we refer to this as heat exposure. A temperature increase of as little as 2 degrees Celsius over a half an hour time period is enough for your product to become soiled. We urge all our customers to keep the cold chain by going straight home and putting the product in the fridge to ensure quality and freshness. The optimum temperature for pork and poultry is between 0 degrees Celsius and 3 degrees Celsius, whereas beef and processed products should be kept below 5 degrees Celsius. Time and time again products are bought back which have been left in the car while other shopping was done. This is excessive heat over a long period of time, the ultimate 'no no'.

Summer is all about fun in the sun, but our meat doesn't seem to think so. Direct sunlight can increase the chance of spoiling meat so when defrosting, try to avoid this. We do not recommend defrosting several products, then returning some to the fridge while using others. Defrost what you will use. When transporting your product, we strongly suggest using a Dirks cooler bag to keep the temperature consistent and keep direct sunlight away from your goods.

If placing product into a chest freezer, please ask one of our butchers about the most efficient way of freezing your meat. Believe it or not, if stacked incorrectly your meat could take up to three days to freeze in a domestic chest freezer. Always remember to spread things out to maximize airflow, then go back and stack the product once it is frozen solid. If your going away and need your meat frozen, speak to us and we can have your order frozen before collection.

Vacuum packed products do keep longer, and in some cases, mature and get better when in a fresh state. The vacuum bag does not protect the product from heat, and to our disbelief, does not allow the product to stay fresh forever. You can freeze a product directly in a vacuum bag so please.... Don't leave in the fridge forever. Please be advised vacuum bags do not prevent freezer burn.

Fortunately, all exchanges and returns are treated as individual cases and we take this very seriously. A manager will be assigned to the issue and it will be resolved immediately in store. Unfortunately, we cannot entertain returns for products which have been exposed to heat or due to customer negligence. One can clearly differentiate between a product which is substandard to Dirks renowned quality, and a product which has been left in the back seat of a vehicle and has been spoiled due to heat exposure. There are specific tell tail signs which indicate prolonged defrosting or heat exposure. We take every precaution necessary to ensure the continuation of the cold chain, from receiving, to production, to merchandising. We have a 24/7 temperature monitoring system which notifies us if any of our fridges are out of optimum operating range, to ensure our customers receive the highest quality we can provide. You are more than welcome to ask one of the managers to view the temperature monitoring system live online.

A perishable product may not be returned if was purchased before the best before date, but that has subsequently passed. Products will also not be returned without the till slip as well as the product in its original packaging – or as close as possible. A product which has been consumed or discarded cannot be returned or refunded.

