

Southeast ISBDC Client Highlight

August 18, 2014

Client Highlight - The Savory Swine

Lisa Abendroth owns The Savory Swine ([website](#)) ([Facebook page](#)) located in the heart of downtown Columbus, Indiana. The Savory Swine is a full-service custom butcher shop featuring the freshest cuts of beef, pork, lamb, veal, chicken, and seafood.



Lisa has had a career in the meat industry for 25 years. When she is not busy with her own business, she works for a Japanese group, which exports frozen pork to Japan. Working in the meat industry for the majority of her career, opening her own butcher shop felt like the natural next step for Lisa's career.

Lisa's mission for her business is to fill a market need. Before opening her business, Lisa saw that her community did not have an outlet for high quality meats. She feels that it is exciting to be able to provide something that the community was lacking.

It was extremely easy for Lisa to say what she enjoys best about her business: the customers. She says that her customers are very grateful that her business is in their community. The customers are grateful that her shop has the highest, freshest quality of meats they can find. Customers also enjoy the

excellent customer service they receive at The Savory Swine, which truly is a neighborhood personal butcher experience.

Raw material cost fluctuations pose to be a challenge for the business owner, and Lisa says that is her least favorite aspect of her business. She says that market costs are out of control, creating a struggle for her business. Seasonal

fluctuations in business are also challenging for Lisa. She works hard to maintain financing and to keep her working capital in balance.



Lisa developed the concept of her business one year and a half before opening in May of 2012. Since opening, The Savory Swine's sales has increased 10%, and Lisa has doubled her part time staff.

Lisa enjoys participating in community events and feels that downtown businesses



work well together, sharing support along the way. She enjoys the many events that take place in downtown Columbus and is always sure to be involved. In addition, Lisa is glad to have a local business that supports various community fundraising efforts.

Lisa, a client of the Southeast ISBDC since March 2012, says that the ISBDC staff has been instrumental in the solid planning of her business. She appreciates the ISBDC team's difficult questions that she needed to consider before opening business. She feels that the ISBDC gave her confidence and prepared her when it came to approaching banks and getting loans she needed.

Business Advisor, Laura DeDomenic, says, "Savory Swine identified a need in the Columbus Community and met that need by opening the best meat market and gourmet grocery in the region. Their attention to quality product, personalized service, and knowledge of their offerings is second to none. Lisa and her staff are a welcome asset to the community."