



PROTEIN POWERHOUSE

BUTCHER BLOCK

An Illinois deli, meat locker and lunch spot attracts customers with a diverse product line featuring Certified Hereford Beef®.

Story by **Brittany Frame**, photos by **Kelsey Lehr**

Butcher Block is a wholesale and retail deli, meat locker and lunch spot at 819 Maine Street in Quincy, Ill. The business was previously located at 12th and Vermont but has since moved to its current location on Maine. Dan Veihl and his wife, Chris, have owned this business for the past 15 years and have

always been in partnership with Kohl Wholesale. They partner with Kohl Wholesale because of convenience, quality products and price. Serving Butcher Block, Eric McCaughey has been their Kohl Wholesale sales representative for more than five years. Dan believes Eric is consistent and a good salesman and that all of the Kohl Wholesale drivers have always done a great job.

Dan has a wide variety of knowledge and vast experience in the meat industry. He became involved with the family business at just 12 years old. He helped out at his grandpa's shop, Watkins Meat Sales, established in 1945. As tradition continues, his own family has also helped at Butcher Block. Chris helps out with the books and their three children, Emlea, Ashlyn and Andrew, have all worked at the shop from time to time. Now that Dan's children are older, for the first time in his 15 years he doesn't have one of them working full-time with him.

Quality guaranteed

A variety of meats are available at Butcher Block including steaks, pork chops and ribs. In addition to these delectable choices, various meat bundles ranging in size and selection are available. The beef stocked at Butcher Block is Certified Hereford Beef® (CHB). Dan started using CHB when Kohl Wholesale began offering it. He knew it was high quality and competitively priced. Offering CHB has helped their business in its success because there is nowhere else in town that offers it. For this reason, customers travel specifically to his shop for guaranteed quality.



Dan Veihl and his family have owned and operated Butcher Block for the past 15 years, preserving his family's legacy in the meat industry.

Additionally, Butcher Block offers 30 different flavors of brats and sausages, 40 barbecue sauces and approximately 150 types of spices and rubs. For the lunch crowd, they offer daily specials comprised of various deli sandwiches, with the customer favorites being hoagies and the Reuben.

Beyond the counter

Although always busy, business ramps up even more during the holidays and summer months. Butcher Block is a food vendor at numerous Quincy events including: German Fest, Quincy Grand Prix of Karting, Blues in the District and Q-fest. Dan customizes a menu to each individual event and also caters for local companies.

Three to four times a year, Butcher Block offers cooking classes that accommodate around 40 people. Some examples of class courses include making ribs, cooking brisket and learning simple grilling tips.

Dan believes the key to Butcher Block's success is hard work. He rarely takes time to himself, but occasionally gets to enjoy goose and duck hunting, a yearly trip to Canada and spending time with his family. **HW**

Editor's note: This content was provided by Kohl Wholesale and was originally published in Kohl Wholesale's Fall 2019 *Delights* magazine.

