

Archer's Butcher Block Meat Market & Delicatessen

*Super stacked...
Super delicious!*

Archer's is not just a butcher shop anymore! Having been in the butcher business for more than three generations, it is no wonder that Archer's Butcher Block tops the charts in MEAT! And let's face it... America LOVES meat!

After taking over her parents business in 1999, it is not a miracle that Georgia and her husband Gary know beef. And for that reason their business has exploded! They opened the new location on Mother Lode Drive five years ago and still cater to their loyal customers' demands for quality on-site butchering services. But Georgia and Gary learned a long time ago that their customers WANT MORE MEAT! And more is what they delivered. In the new location at 5425 Mother Lode Drive, we now get to experience their full service deli with the finest meats, cheeses and sandwiches money can buy.

After our tour of the small hometown meat packing store, we went on to the deli and sat down to satisfy our cravings with a "blockhead" sandwich on sourdough. This is a sandwich with three meats and three cheeses of Archer's choice, and is by far the best deli sandwich I have ever had. It's fabulous and filled with the finest meats including Archer's own ham smoked on-site. Which leads me to one question.... *why would you buy a sandwich anywhere else when you can have this sandwich for the same price or less???* It's Archer's for me baby! If you want meat...you've got it here.

Specializing in HUGE deli sandwiches with the finest meats, homemade jerky, wild salmon, smoked sausage, rabbit,



Georgia and Gary next to their specialized, custom smoked, thick sliced bacon.

duck, lamb, buffalo, elk and smoked spare ribs. Plus their bacon is made in their own smokehouse. This bacon (hickory or peppered) is truly on a whole other level. And you can't forget their ever popular seven selections of marinated tri-tip. A favorite is the spicy garlic, but the most popular is the Bloody Mary marinated tri-tip.

I BOUGHT SO MUCH MEAT! I cannot resist the best marinated meat in town and the thought of it on my bbq and hanging out with my family and friends, enjoying this special gift. Literally, as I am writing, I am thinking that I cannot wait to go back for more. Then there is this...shhh... don't tell my husband, but I snuck in some bacon brittle! Yep! Brittle made with bacon! It's sold at Archer's in collaboration with their longtime Georgetown friends in the candy business.

They have lots of regular customer who all have their different favorites. Cliff comes in to buy the buffalo jerky,

Matricia's favorite is the Bordolay tri-tip with cinnamon and nutmeg. Angie's favorites are the Wild Turkey tri-tip with 14% Kentucky bourbon and the buffalo chicken sandwich. Then there is Wendy, the neighbor across the street, who came strolling in for her favorite sandwich. Wendy commented that she now walks to Archer's because she cannot help but come 3 times a week for her deli

lunch fix! Wendy also makes sure she orders the perfect prime rib through Archer's in advance for the holidays. Then there was Joe who came in and ordered 3 "Joe's Specials" so I had to run up and ask him, what are "Joe's Specials"? He



You don't have to ask "Where the meat is..." it's on your sandwich!

grinned and said it was a secret! But you can be sure that Joe comes back again and again because he knows that he is getting the best deli sandwich in all of El Dorado County. Georgia laughs with her one of a kind giggle, and comments that she sometimes asks her first-time customers if they are "ready to commit for life"? Now know why. Once you've had Archer's bacon, you WILL be committed for life.

Georgia and Gary at Archer's Butcher Block take extraordinary care of their customers. The love of meat will keep you racing back for more. Better prices, better meat, hormone and steroid free is all you have to say to me! And by choosing one of their 15 family value packs, you can spend less and save even more.

Bye for now. This is Janika Dill reporting from Archer's Butcher Block and Deli.

Archer's Butcher Block is located at 5425 Mother Lode Drive, Placerville. 530-626-MEAT(6328). Open Tuesday - Friday 10am - 6pm and Saturday 10am - 4pm. www.Archersbutcherblock.com



Archer's carries a large selection of natural and hard to find meats.