

Ullrich's - Since 1983

Heather Nahatchewitz, OIMP Marketing and Communications Director

Ullrich's was established 34 years ago in beautiful Pembroke, Ontario, slightly Northwest of Ottawa and adjacent to Algonquin Provincial Park. Employing 11 full time and 10 part time people, not only do they serve the people of the Ottawa Valley from behind the impressive fresh meat and deli counters, but in an attached bistro open six days a week for lunch. Ullrich's also caters and serves wholesale and foodservice customers.



Owned and operated by Willie and Marion Ullrich, son Martin is taking on more responsibility for the day-to-day operations as General Manager. "The future of our industry looks very bright to us. The trend is moving toward a higher quality product that is not mass produced. People want to know what they are buying, and buying local is getting more important to a lot of people," says Martin.

On the deli side it's the large selection of fresh sausages that keep them coming back, the German Bratwurst being Martin's personal favourite. In fact, Martin's favourite part of the job is making sausages, a world apart from his least favourite - paperwork. When asked what he would change if he could go back in time, Martin said, "I would educate myself about more ways to make the job easier."

The Ullrich philosophy is to provide a high-quality product and service at a fair price. "We have high standards for the product we produce and believe that if we wouldn't want to eat it, why would we sell it to our customers?"

So what do customers think about Ullrich's? A quick internet search revealed overwhelmingly positive reviews and comments, including

87 '5-star' Facebook reviews, 90 'Excellent-Very Good' scores on Tripadvisor, and a solid '4.7 stars' from Google reviewers. Paired with comments like "I cannot say enough great things," "they never fail to outdo themselves," and most simply put "the best," it appears it's worth the drive to Pembroke!

Whatever your choice, from a German-inspired lunch including a "to die for" pork schnitzel, or taking home some of Martin's recommended house-made smoked bacon, by all accounts you won't be disappointed. ■

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ullrichs.ca



"Membership with the OIMP is important because we can turn to them for anything when we need help."

~ Martin Ullrich

