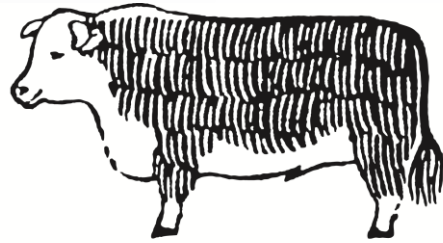


from the coal face

DRY AGED BEEF



A HEREFORD BEEFSTOUW

➤ Established in 1971

➤ Restaurants in:

Adelaide

Melbourne

➤ Scandinavia

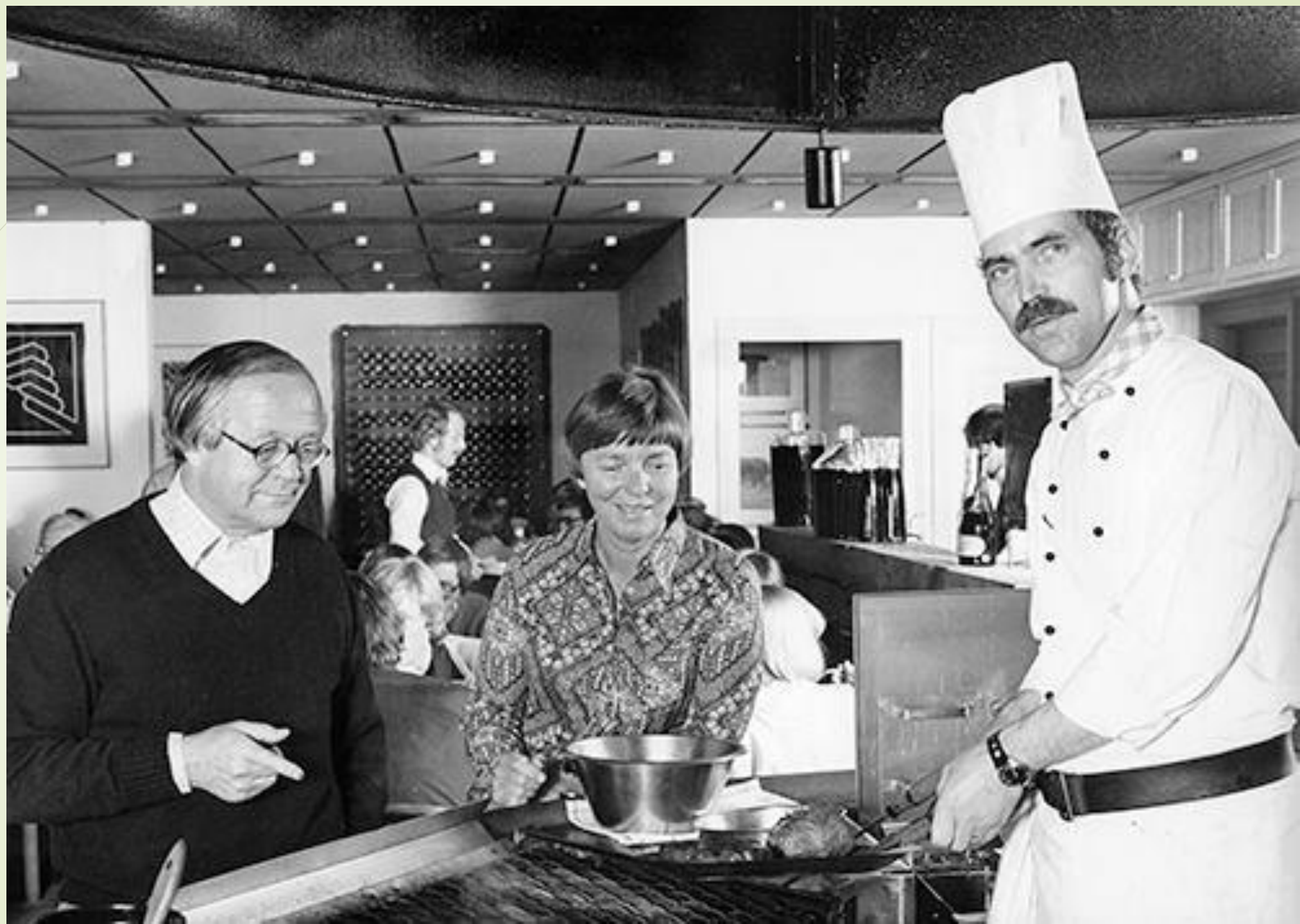
Denmark

Greenland

1971



1971



2019



2019



2019



2019





DRY AGED BEEF

Sourced from Hereford cattle from our own farm, along with other British breeds of cattle from the lush pastures of Victoria and South Australia. To maintain quality at every step of the process, we hang, dry age and portion the beef at our butchery in the Adelaide Hills for a minimum of 40 days.

CÔTE DE BOEUF (RIBEYE ON THE BONE)

500G 58

700G 80

The 700 g steak is carved at your table, and is enough for 2 people.
[Please allow 30 minutes cooking time]

NEW YORK SIRLOIN (SIRLOIN ON THE BONE)

400G 49

A mainstay of high-end steakhouses around the world, the New York steak has intense flavour from dry ageing and with great tenderness.

RUMP STEAK

350G 39

The most flavoursome cut of steak. Coupled with the tenderising effect of dry ageing makes this our go-to steak.

*Please note, Dry Aged Beef does not benefit from cooking past medium.

EXTREME BEEF

Extreme Beef is reserved only for steaks that push the boundaries. All of these steaks are highly unique in their nature and guaranteed to give you a memorable eating experience. All Extreme Beef steaks are served with beer battered chips and your choice of one of our delicious sauces.

100 DAY DRY AGED BEEF

CÔTE DE BOEUF (RIBEYE ON THE BONE)

500G 90

Experience the effects of Dry Ageing when taken out to an incredible 100 days. The flavours created when aged for this length of time are unlike any other, with extreme flavour intensity and tenderness.

T-BONE STEAK

300 DAY GRAINFED

600G 62

Grainfed for an incredible 300 days to produce extreme tenderness and high marbling. This T-Bone steak will simply melt in your mouth.

TOMAHAWK STEAK

200 DAY GRAINFED

1.5KG 150

Marble Score 2+ Tomahawk Steak. Designed to be shared and is carved at your table.

- Began Dry Ageing in 2011
- Constructed purpose built facility in 2015
- Started selling the dry aged beef outside of our restaurants



KINGS+QUEENS

MASTER BUTCHER

DRY AGED BEEF

ARGIE



RUMP



KEY PRACTICAL POINTS



FAT COVER IS KEY. 10-20mm



**AIRFLOW MORE IMPORTANT
THAN RH or UV LIGHTS**



**TENDERLOIN NOT VERY WELL
SUITED TO DRY AGEING**
NOT MANY DRY AGED T-BONE STEAKS

CHALLENGES OF DRY AGED BEEF



YIELD LOSS = \$

50% FROM
STARTING ARTICLE
TO PLATED
PRODUCT



THE NAME

IS IT BEEF JERKY?



BASTARDISATION OF PROCESS

AGED VS DRY
AGED

NO. OF DAYS DRY
AGED



EXPECTATIONS OF THE CUSTOMER

WAS EXPECTING
MORE



MOULD OR NO MOULD?



**SHOULD DRY AGED BEEF
HAVE MOULD ON IT?**



PROS

ADDS EXTRA FLAVOUR
DIMENSION



CONS

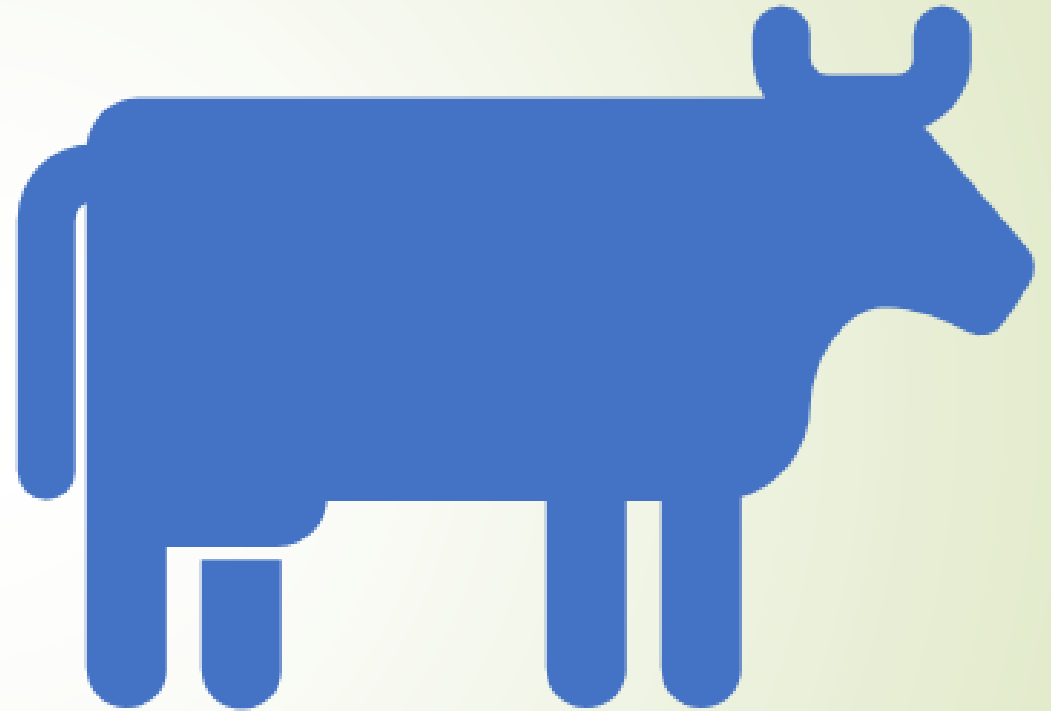
CUSTOMER PERCEPTION





Remember....

- DRY AGEING IS NOT THE MAGIC BULLET FOR BEEF QUALITY
- MORE IMPORTANT IS THE BEEF
 - GRASS VS GRAIN
 - MEAT COLOUR
 - FAT COLOUR
 - MARBLING
 - BRAND STORY





EXPORTING DRY AGED BEEF

STOP

▶ TURN BACK NOW!

