



BEEF insight

Make the most of Quality Standard Mark beef on your menu with **Mini-Joints, Alternative Steaks** and **Thin Cut Steaks**



QUALITY STANDARD MARK BEEF EATING QUALITY GUARANTEED

Quality Standard Mark approved beef is a fantastic and reliable product with loads of options for your menu.

Quality Standard British beef, is produced to very high standards, covering animal welfare and traceability in the UK.

This, combined with our product specifications, which cover carcass classification in terms of optimal fat covering and muscle conformation, along with our strict maturation regimes. These specifications provide you with a quality product that comes with an "Eating Quality Guarantee" - the only UK beef quality mark that can make this claim.

Be sure to specify your beef is approved to carry the Quality Standard Mark from your supplier.

For further information visit

www.ahdb.org.uk/trade/what-is-the-quality-standard-mark



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CUT TO THE CHASE

Here we take a look at two new product ranges for QSM beef, utilising the whole carcass to help maximise beefs value and carcass balance.

MINI-ROASTS FOR BEEF

Roasting cuts for the modern market

An exciting range of smaller roasting products.

Quality mini-roasts aimed at the dining for two market and parties for the forthcoming festive season.

Value mini-roasts taken from the forequarter provide new cuts for beef with great profit potential and give you a point of difference on your menu and help address the decline in traditional roasts.

THIN CUTS FOR BEEF

Perfect for the foodservice market.

Quick, convenient, light and tasty.

The range provides a number of key opportunities in the foodservice markets such as snack/fast food and all day options, for the licensed sector and for hotels and restaurants providing different lunch specials and lighter healthier options.



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MINI JOINTS FOR BEEF

PERFECT FOR THE DINING FOR TWO MARKET,
QUICK TO COOK AND VERSATILE

TRADITIONAL CUTS WITH A MODERN TWIST

- ▶ **Topside Mini Joints with added fat**
Topside B006
- ▶ **Silverside Mini Joints with added fat**
Silverside B003
- ▶ **Mini Joints Brisket**
Brisket B003
- ▶ **Mini Joints 'Centre cut'**
Thick Flank B005

Topside Mini Joint with added fat
Quick cook and tasty



Mini Joints 'Centre cut'
Lean and tender

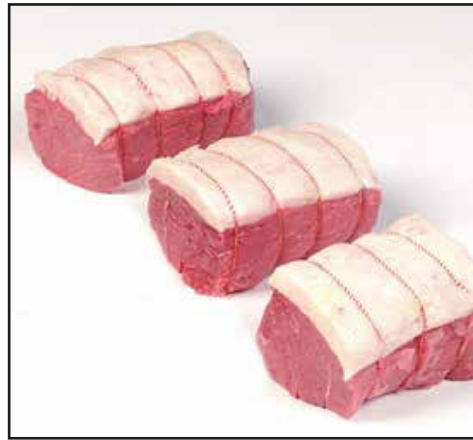
Remember to download the **FREE Meat Purchasing Guide App** for all cutting specifications and product codes. You can even use the app to order cuts from your supplier.
Available from Google Play and the App Store





► **Topside Mini Joints with added fat**
Topside B006

The loosely attached muscle (gracilis) is removed and the remainder of the topside prepared into mini joints. 5 mm thick basting fat is added to the lean surface on top of the joint. The diameter of the joint is approx 60-70 mm.



► **Silverside Mini Joints with added fat**
Silverside B003

All connective tissue and gristle are removed from the silverside. The remainder is cut into mini joints and a 5 mm layer of fat is added and secured with roasting bands. The diameter of the joint is approx 60-70 mm.



► **Mini Joints 'Centre cut'**
Thick Flank B005

These joints are produced from the tender centre muscle of the thick flank. These joints are totally lean, without any gristle.



► **Mini Joints Brisket**
Brisket B003

All bone, cartilage and fat deposits are removed from the brisket. The joint is then cut into mini joints of required weights and secured with roasting bands. The diameter of the joint is approx. 60-70 mm. Maximum fat thickness 5 mm.

Click on the codes to be taken to the butchery specification for the product



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SEAM THE RUMP AND UNLOCK PROFIT

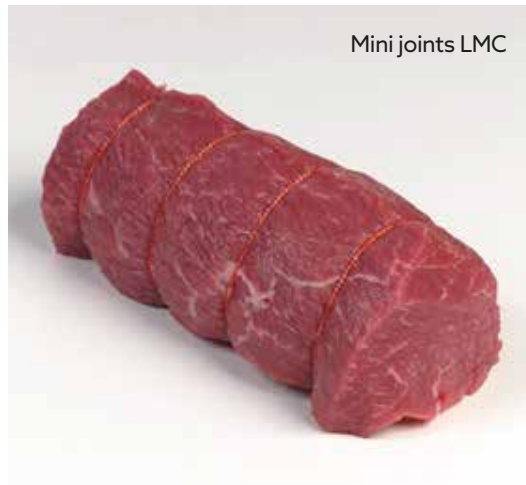
- ▶ **Picanha Roast Portions**
Rump B007
- ▶ **Rump Tail/Tri-Tip Mini Joint**
Rump B020

SLOW COOK STUNNERS

- ▶ **Mini Joints LMC**
LMC B005
- ▶ **Brisket Mini Joints**
Brisket B003



Picanha roast portions



Mini joints LMC

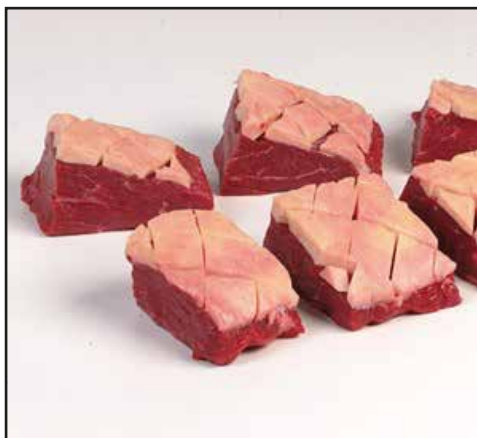


Brisket mini joints



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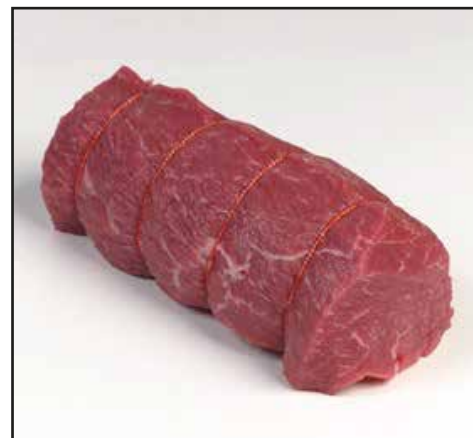
► **Picanha Roast Portions**
Rump B007

Cut from the cap muscle of the rump. Delicious flavoured portions containing a thin layer of scored natural fat. Weight range 125–200 g for individual portions or 375–450 g for two larger portions.



► **Rump Tail/Tri-Tip Mini Joint**
Rump B020

This cut is situated next to the rump and makes an ideal roasting joint. A very popular cut in Brazil.



► **Mini Joints LMC**
LMC B005

Produced from the LMC muscle, which is seam cut to remove all gristle and connective tissue. The remainder is cut into mini joints and secured with roasting bands. The diameter of the joint is approx 60–70 mm.



► **Brisket Mini Joints**
Brisket B003

All bone, cartilage and fat deposits are removed from the brisket. The joint is then cut into mini joints of required weights and secured with roasting bands. The diameter of the joint is approx. 60–70 mm. Maximum fat thickness 5 mm.

Click on the codes to be taken to the butchery specification for the product

QUALITY CUTS WITH THE WOW FACTOR

- ▶ **Sirloin Cannon**
Sirloin B009
- ▶ **Sirloin Banqueting Roast**
Sirloin B012
- ▶ **Rump Bistro Muscle**
Rump B019



▶ **Sirloin Cannon**
Sirloin B009

Prepared from a 2-rib bone sirloin with the rump ('D' muscle) section removed. The eye muscle is seamed out and fat and gristle removed. The lean eye muscle is then cut lengthways into two cannons.



▶ **Rump Bistro Muscle**
Rump B019

This premium muscle comes from the most tender part of the rump and contains no gristle.



▶ **Sirloin Banqueting Roast**
Sirloin B012

A perfect sirloin roast with a consistent smaller diameter slicing face for consistent cooking, easy carving and no plate waste. A cannon of 80 mm diameter is removed. Fat is then rolled back over the remaining sirloin and secured with string.

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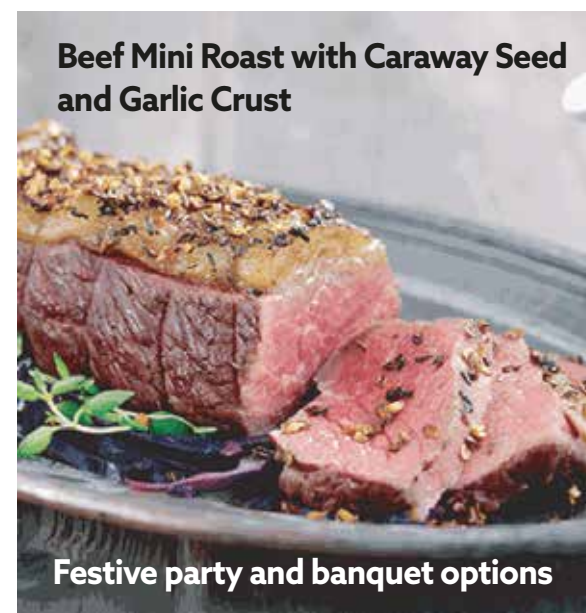


NOW, BE INSPIRED!

Click on the picture to see the full recipe for inspirational ideas for your menu.



Beef Mini Roast with Mustard Crust



Beef Mini Roast with Caraway Seed and Garlic Crust

Festive party and banquet options



Beef Mini Roast with Mac 'n' Cheese



Beef Mini Roast with a Spice Rub

Great for sharing



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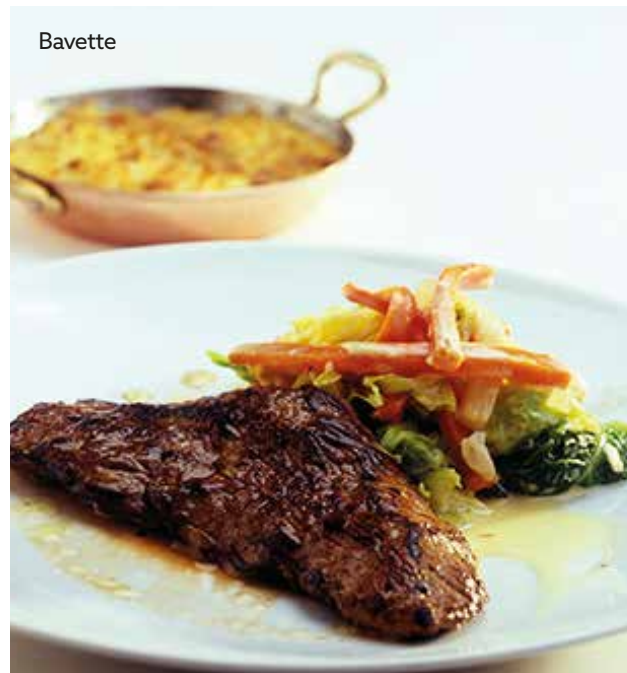


THIN CUTS FOR BEEF

THESE CUTS CAN OFFER GREAT VALUE
ON YOUR MENU

GREAT CUTS WITH GREAT VALUE

- ▶ **Centre Cut Steaks Thin Cut**
Thick Flank B012
- ▶ **Escallops (Thick Flank) Thin Cut**
Thick Flank B013
- ▶ **Pavé (Thick Flank) Thin Cut**
Thick Flank B014
- ▶ **Bavette**
Thin Flank B006
- ▶ **Denver Steaks Thin Cut (cut across the grain)**
Chuck B035
- ▶ **Escallops LMC**
LMC B003



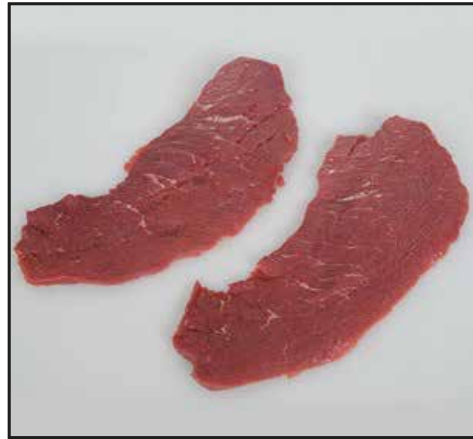
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► **Centre Cut Steaks Thin Cut
Thick Flank B012**

For this product the thick flank should be matured for a minimum of 14 days.



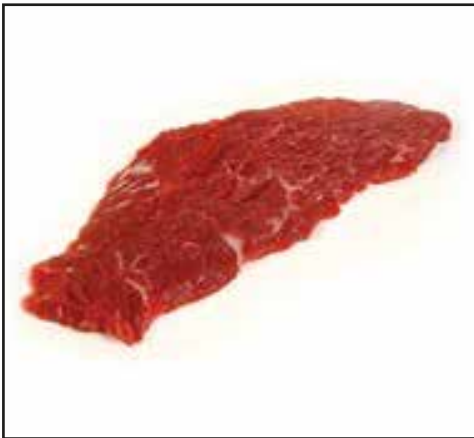
► **Escallops (Thick Flank) Thin Cut
Thick Flank B013**

For this product the thick flank should be matured for a minimum of 14 days.



► **Pavé (Thick Flank) Thin Cut
Thick Flank B014**

For this product the thick flank should be matured for a minimum of 14 days.



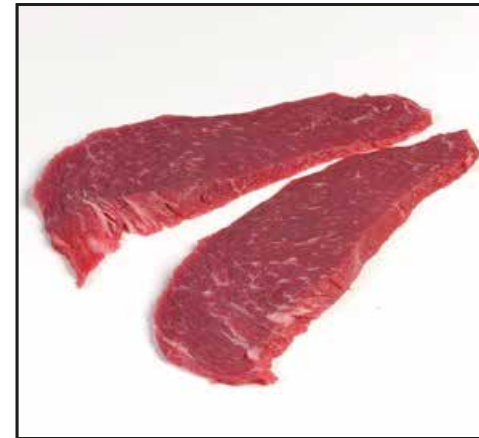
► **Bavette
Thin Flank B006**

The bavette is cut from the thin flank skirt, which is trimmed of all fat and connective tissue. The meat grain is coarse but tender.



► **Denver Steaks Thin Cut (cut across the grain)
Chuck B035**

For this product the Denver muscle (Serratus ventralis) must be matured for a minimum of 14 days.



► **Escallops LMC
LMC B003**

Produced from the LMC muscle, which is seam cut to remove all gristle and connective tissue. The muscle is then cut across the grain to produce 10 mm thick escallops.

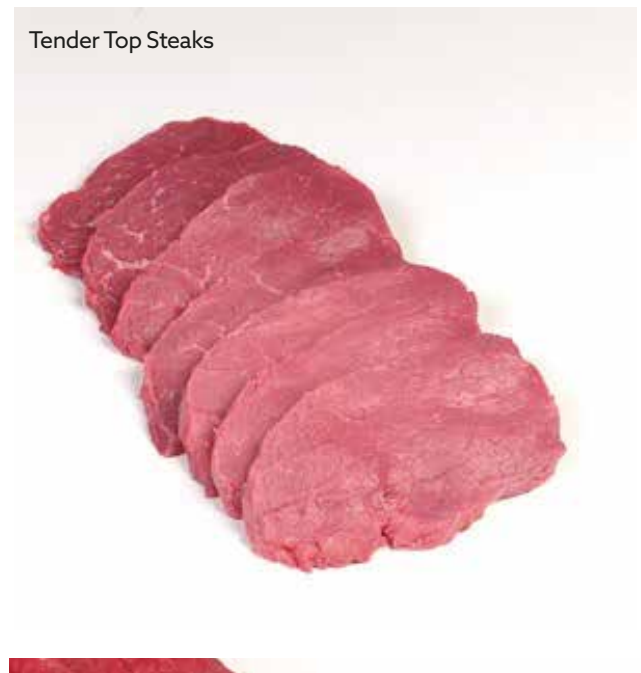


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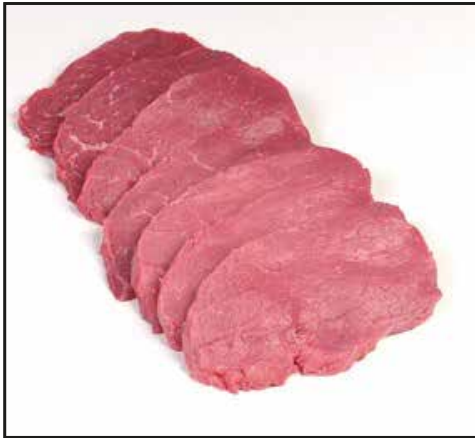
THOUGHT TOPSIDE AND SILVERSIDE WERE JUST FOR ROASTING? THINK AGAIN

- ▶ **Tender Top Steaks Thin Cut**
Topside B011
- ▶ **Ranch Steaks Thin Cut**
Topside B024
- ▶ **Escallops (Salmon Cut)**
Silverside B004
- ▶ **Silverside Steaks Thin Cut**
Silverside B012



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► **Tender Top Steaks Thin Cut**
Topside B011

Slice the tender top muscle across the grain and evenly at 5 mm intervals to produce tender top steaks – thin cut.



► **Ranch Steaks Thin Cut**
Topside B024

For this cut, the topside should be matured for a minimum of 14 days.



► **Escallops Salmon Cut**
Silverside B004

The salmon cut is trimmed of all connective tissue, gristle and cut into 10 mm thick steaks.



► **Silverside Steaks Thin Cut**
Silverside B012

Silverside Steaks Thin Cut

Click on the codes to be taken to the butchery specification for the product

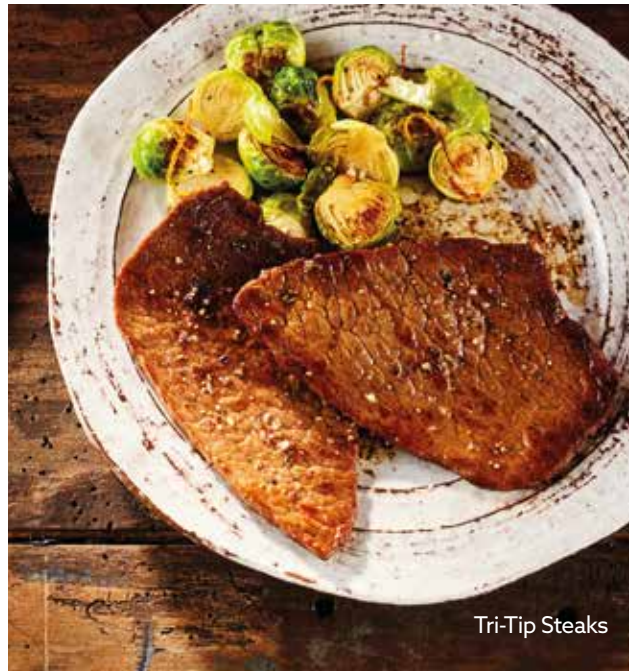


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SEAM BUTCHERY UNLOCKS THE RUMPS TRUE PROFIT POTENTIAL

- ▶ **Prime Rump Steaks Thin Cut**
Rump B022
- ▶ **Premium Bistro Rump Steaks Thin Cut**
Rump B023
- ▶ **Picanha Steaks Thin Cut**
Rump B024
- ▶ **Tri-Tip Steaks Thin Cut**
Rump B025



Tri-Tip Steaks



Steak Sandwich Prime Rump



Bistro Rump Steaks

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► **Prime Rump Steaks Thin Cut**
Rump B022

Prime rump steaks – thin cut.



► **Premium Bistro Rump Steaks Thin Cut**
Rump B023

Premium bistro rump steaks – thin cut.



► **Picanha Steaks Thin Cut**
Rump B024

Picanha Steaks Thin Cut



► **Tri-Tip Steaks Thin Cut**
Rump B025

For this product, the rump tail/tri-tip should be matured for a minimum of 14 days.

Click on the codes to be taken to the butchery specification for the product



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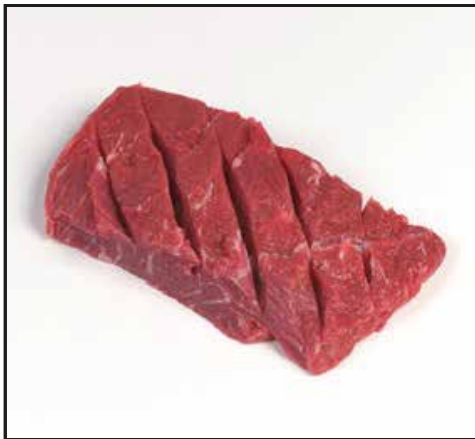
QUALITY CUTS THAT SPEAK FOR THEMSELVES

- ▶ **Flat Iron Steaks**
Chuck B013
- ▶ **Sirloin Steaks Standard Trim**
Sirloin B006
- ▶ **Spatchcock Fillet**
Fillet B013



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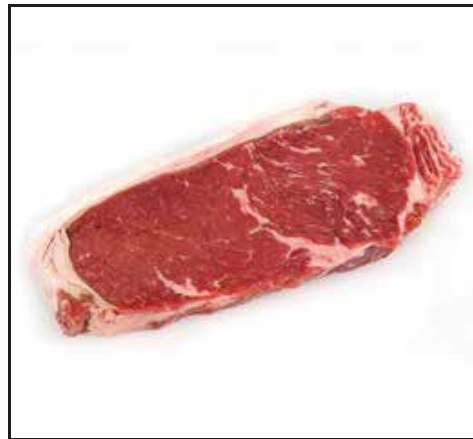




Flat Iron steaks

Chuck B013

Cut from a seam cut feather muscle, of which all fat and centre gristle are removed. The remaining lean meat produces a very flavoursome grilling/frying steak.



Sirloin Steak Standard Trim

Sirloin B006

Thinly cut steaks from the sirloin-rump ('D' muscle) section. 25 mm tail and fat thickness 10 mm maximum.



Spatchcock fillet

Fillet B013

Prepared from the fillet tail and butterfly cut.

Click on the codes to be taken to the butchery specification for the product



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GET INSPIRED WITH THIN CUT STEAKS

Click on the picture to see the full recipe
for inspiration



Maple Glazed Beef Tacos (thin cuts)



**Hot Seared Beef Salad
with Honey Dressing (thin cuts)**



Steak Sandwich with a Spicy Relish



**Coronation Steak, Radish
and Pea Salad (thin cuts)**



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MEAT EDUCATION PROGRAMME

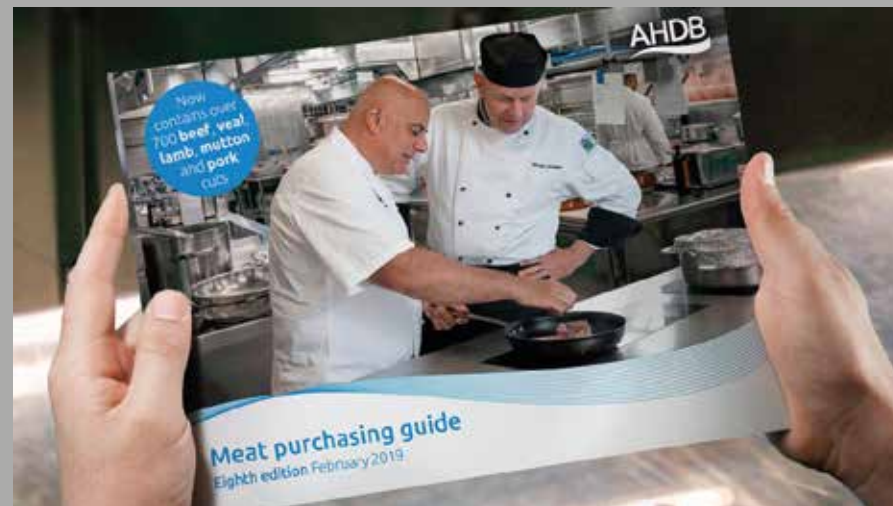
AHDB have developed an award-winning Meat Education Programme.

Designed for butchers, chefs and anybody in between, our practical butchery and theory training modules cover beef, lamb and pork cuts, cooking with red meat and customer service. Online assessments and certifications are available for the theory modules and are completely free of charge.

The award-winning Meat Education Programme contains a range of practical modules aimed specifically at butchers and processors. You can access downloadable study materials and to find out how to apply for your practical assessment.

We've categorised the modules according to industry sector. Just click on the sector which is most appropriate for you.

To sign up to the free-to-use Meat Education Programme, visit
ahdb.org.uk/meat-education-programme



MEAT PURCHASING GUIDE - EDITION 8

More and more meat products and specifications have become available for retail and catering. This has resulted in inconsistencies in products and standards.

The variations in meat carcasses and processing methods have also contributed to these inconsistencies. To help bring consistency to the industry, we have developed a meat purchasing guide, a completely new specification and coding for beef, pork, veal, lamb and mutton products.

Download a print-ready version or use the search function to find a cut you are looking for, visit **ahdb.org.uk/mpg**

CALL THE **HOTLINE 0845 491 8787** FOR MORE INFORMATION
ON THE MEAT EDUCATION PROGRAMME



THINK ROASTS AND STEAKS...



Traditional Rib Roast



Classic Sirloin Steak

...THINK AGAIN



Beef Mini Roast



Thin Cut Steak



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