

BEDROCK ADDS DRY AGED BEEF TO PRODUCT OFFERINGS.

5/6/09

General Manager of Sales – Adam Lander said the addition of Dry Aged Beef to Bedrock’s already impressive premium beef range, was welcomed by Brisbane and the Gold Coast’s top Chef’s.

The initial batch of Dry Aged product was Grass Fed Wagyu that had been pasture raised at Freestone’s Property in the Southern Darling Downs. The Wagyu had performed particularly well in the Dry Age Room with minimal yield loss and very little damage to the sensitive tenderloin.

Adam said it was the first batch of Dry Age Grassfed Wagyu that we was aware of and he was confident the product would be in demand.

Some of Brisbane’s top restaurants including Cha Cha Cha, Eve’s on the River and Hotel Sofitel had already placed orders for Dry Aged products.

Adam said that in coming months, he planned to have open days where the Dry Age process could be observed and product offerings would include Black Angus, Angus Cross and Wagyu primals.

Managing Director – Kevin Masterson said the success of the Dry Ageing Program was largely due to the attention to detail in meat selection, temperature, humidity, air flow and understanding of the ageing process. Kevin remarked that it was impossible to obtain an outstanding result unless every aspect was managed correctly.

