

**fairfaxmeadow**  
*putting great meat on the menu*



*Casterbridge™*

PREMIUM DRY-AGED BEEF **WITHOUT EXCEPTION**

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*putting great meat on the menu*



A QUEST FOR EXCELLENCE





**W**e enjoy an unrivalled reputation for excellence throughout the food service sector.

We guard that reputation jealously and are constantly exploring innovative ways to exceed our customers' expectations.

A philosophy that led directly to the development of our Casterbridge beef. Casterbridge beef is a genuinely unique product from Fairfax Meadow.

It has been introduced specifically for discerning chefs who are passionate not only about quality, but determined that such quality is delivered without exception.

Quality is recognised universally only through consistency.

So confident are we in our product that we gave it its own brand name, so now we can pass our tradition on to you.

*Casterbridge™*

*At Fairfax Meadow we're proud of the quality of our meat, the professionalism and personal approach of our customer relations and the reliability of our service.*



# THE PERFECT INGREDIENTS MIX

*Many factors affect the quality of meat. We believe that above all else, great meat comes as a result of selective breeding, dedicated rearing and precise maturation.*

**T**hese are precisely the qualities that distinguish Casterbridge beef – and why it tastes so good, consistently.

Only English beef, sired from traditional and continental cross beef breeds and sourced from selected farms, is used to produce Casterbridge.

All our cattle are reared with animal welfare as a priority; proven by using only Red Tractor accredited farms.

Our stringent sourcing process means we can fully trace every steak back to the farm it was born. It truly is a 'farm to fork supply chain'.

All meat is processed in fully accredited abattoirs, improving animal welfare and reducing food miles.

Carcases are selected to strict specifications, based on the size of the eye, levels of intramuscular fat (marbling) and fat covering, which lend themselves to optimum eating quality.

Casterbridge beef is matured on the bone to give its distinctive succulence and traditional flavour.

In short, the perfect combination of traditional methods allied to modern practices to produce a contemporary product of the highest quality.





# EXTRA GUARANTEE

Fairfax Meadow is also proud to be a member of the EBLEX Quality Standard scheme and we share the commitment to excellence this independently-audited scheme promotes.

Not only is Quality Standard beef and lamb produced to higher standards than required by law, the EBLEX scheme is unique as the only one of its kind to include eating quality.

And with added reassurance of the Casterbridge beef brand, chefs can always be confident in the tenderness and succulence of their beef.





# PRECISE MATURATION

Maturation is integral to producing Casterbridge beef. It is the defining factor in turning a great steak into an excellent one. We call this maturation process dry ageing – it is a traditional method used by butchers through the centuries.

Dry ageing benefits the product in two ways; firstly, the moisture evaporates from the muscle or eye. Secondly, it leaves the beef's own enzymes to slowly break down the muscle, providing improved tenderness and succulence in the eating experience. Casterbridge beef is left to age on the bone in our specially designed maturation fridges, using ultra-violet light cylinders which not only purify the air, but also reduce humidity and maintain the ideal temperature controlled environment.

The atmosphere that it is stored in is very important as it ensures the meat matures at the perfect rate.

Whilst the beef is undergoing the dry ageing process, the outside of the meat starts to darken and crust. This outer crust is trimmed off when the product is being prepared to reveal the perfect steak meat underneath.

The evaporation process causes weight loss in the beef, it also changes the touch, flavour and colour of the beef.



A deep red colour and a firm feel is a key indicator that it is 'Casterbridge Ready'. Casterbridge beef can be dry aged for up to 42 days.

Fillets reach their best between 7-10 days, whilst the remaining steak primal; ribs, sirloins and rumps reach the peak of tenderness after 3 weeks.

Further ageing then continues to enhance the taste profile, with the finished product having an intensely deep, rich beefy taste.

After ageing, the beef is expertly prepared by our skilled butchers to the customer's personal specification.





# PERFECT PRODUCT

*The Casterbridge brand  
relies on closely controlled and  
carefully monitored maturation*

## STAGES OF MATURATION



*fresh .....*



*2 weeks .....*



*4 weeks .....*



*But don't just take our word for it, we've been working with chefs who share our passion for perfection and here's what they've got to say about Casterbridge.*



**CHEF** Adriano Cavagnini

**A**driano Cavagnini, Executive chef at Four Seasons Hotel, Park Lane, previously executive chef at Grosvenor House Hotel and Rome's own Hotel Eden is a patron of Casterbridge beef. Which is some endorsement coming from a man with his experience of quality beef.

*"Casterbridge beef is perfect. It has great consistency, the right amount of fat and an amazing taste."*







CHEF *Chris Tombling*

Chris Tombling is the head chef at Mandarin Oriental, one of London's most celebrated hotels. He has been with the Mandarin for over fifteen years where he has remained a real fan of Casterbridge beef.

*"While I'm keen to serve as much English produce as possible, I would never sacrifice quality. With Casterbridge beef I know I'm serving English Quality Standard beef where I can be totally confident about the quality and absolutely certain about consistency. Casterbridge has a lovely flavour: it has good marbling, the fat is a beautiful colour, it has a delicious aged flavour, it's tender and moist to the taste."*





CHEF Jason Atherton

Jason Atherton is chef patron of Michelin starred Pollen Street Social, and Michelin starred Social Eating House, as well as numerous critically acclaimed sites across the globe. His enthusiasm for food is evident through his imaginative menus which are complemented by Casterbridge beef.

*"The perfect way to bring quality and flavour to the table. Casterbridge beef appeals to me on so many levels. It not only has a wonderful flavour but the quality, which is underpinned by the Quality Standard Mark, gives me the confidence that my customers will really enjoy it."*



EXCELLENCE  
ACHIEVED





# WHAT CASTERBRIDGE STANDS FOR?

- DRY AGED ON THE BONE FOR A MINIMUM OF 21 DAYS
- INTENSELY DEEP, RICH TASTE
- IMPROVED EATING QUALITY
- EXPERTLY PREPARED BY SKILLED BUTCHERS
- USED BY RENOWNED CHEFS WITH A PASSION FOR QUALITY

*Casterbridge*<sup>TM</sup>

To discover more about Casterbridge beef contact Fairfax Meadow today:  
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(T) 0207 428 3800 (E) [origins@fairfaxmeadow.co.uk](mailto:origins@fairfaxmeadow.co.uk)



# TOTAL PRODUCT INTEGRITY FROM THE COUNTRYSIDE

- FARM ASSURED
- QUALITY ASSURED
- ENHANCED EATING QUALITY
- TRADE MARKETING SUPPORT
- PROVENANCE
- CONSUMER MARKETING

For information relating to membership of the scheme, advice and marketing support available, please call the hotline 0845 491 8787 or visit our website [www.eblextrade.co.uk](http://www.eblextrade.co.uk)

*Proud to support farmers*



Tough standards. Tender results.