

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

 **Pasturesnew..**  
PREMIUM BRITISH BEEF



### What is 'Pastures New'?

At Fairfax Meadow, we are always striving to produce a quality product that goes beyond our customers expectations. We understand that different customers have different requirements. The brand was developed as a premium English beef brand with differing qualities to our Casterbridge brand. The main aim of the project was to create a premium quality & consistent beef product.



### How is 'Pastures New' done?

The carcass is processed in fully accredited abattoirs. They are dry aged for 7 days on the bone before they are broken down into rib, loin, rump & fillet primals. These primals are wet aged for a further 21 days. Therefore the beef is minimum 28 days aged



### Where is 'Pastures New' from?

We use only British beef, sired from traditional breeds and sourced from selected farms. The cattle are farmed to EBLEX and Red Tractor standards

### What does 'Pastures New' offer?

- A consistently tender product
- A superb taste without the aged beef flavour of 'Casterbridge'
- A lower cost than 'Casterbridge' due to lower maturation losses in the ageing process
- Red Tractor and Farm Assured product

Perfect for premium pubs and restaurants looking for a consistent, high-end product with a superior eating quality across their menu

**Award Winning Sirloin Steak at EBLEX Best Sirloin Steak 2015**



**Pastures New Bone In Sirloin Steak**

For more information about Pastures New,  
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