

fairfaxmeadow
putting great meat on the menu

Presents

Slowly
does it



Tough Standards. Tender Results

From rumps to ribeyes and everything in between, Everybody loves their prime cuts. However people forget that the rest of the carcass can offer great value for money and distinctive flavours. It is these lesser used and under-appreciated cuts that inspired EBLEX latest campaign "Slowly Does It". The purpose of which being to highlight the qualities of often overlooked cuts and demonstrate the ease of preparation through slow cooking methods in foodservice. With the cold weather season in full flow, nothing says comfort food like a slow cooked joint of beef.

Fairfax Meadow teamed up with EBLEX to host a lunch to launch the campaign and showcase an array of these cuts slow cooked to perfection.



The lunch was hosted at 'Brigade Bar and Bistro' a social enterprise restaurant located in a historic fire station on Tooley Street. 'Brigade' is a partnership between charity Beyond Food Foundation, PwC and De Vere Venues. It has recently won the Community Partners Award for its work with people at risk of or having experienced homelessness.

The lunch was attended by development chefs, trade press and other industry professionals.

The menu consisted of canapés including roasted marrowbone, West Country lamb neck & braised shin of beef. To start was pulled Dorset lamb shoulder croquettes.



Braised shin cottage pie, Worcestershire sauce



West Country neck of lamb kofta, Cumberland sauce



Roast marrowbone, toasted sour dough, parsley and shallot salad



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Dorset lamb shoulder croquette, spiced apple chutney



Northamptonshire grain fed chuck tender, curly kale, dauphinoise, beets, white onion and pale ale sauces



Autumn blackberry soup, basil jelly, goat's curd sorbet

The main course was Fairfax Meadow's very own Northamptonshire Grain Fed Beef. A result of our unique cattle programme, the beef is derived from steers reared and raised on two farms in the lost settlement of Onley, Northamptonshire. David Baker, farmer of the beef, attended the event and said "creating consistently high quality beef starts on the farm. We take steers from the dairy industry and feed them with cereals we have grown ourselves using our unique grain feeding system. That means we can guarantee full traceability of our feed as well as our beef; that, combined with the strict animal welfare standards we adhere to, enables us to produce high-quality for the foodservice sector".

Alongside the meal, each course was matched with craft beers and ciders, selected by Fiona Smith of F&B Partnership. The highlights included 'Siren Craft Brewery Liquid Mistress IPA', 'Tom Oliver's Planetbee dry Herefordshire cider' & 'Thatcher's Somerset Rose Cider with Crème de Mure'.

Thanks to everyone involved and who attended, these events only become meaningful with all of your input.

A Special Thanks To:-

Simon Boyle – Chef Founder of Brigade
Hugh Judd – Foodservice project manager of EBLEX
John Woodward – Group Executive Chef De Vere Venues
Fiona Smith – Director of F&B Partnership
&

Head Chef Isaac and all of the staff at Brigade who really added that extra special something to the whole lunch!



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Hugh Judd – EBLEX

“Slow cooking is going through a revival at the moment; it really brings out the flavour of the meat and enables caterers to use a variety of cost-effective beef and lamb cuts to create wonderful dishes. With just a little imagination, traditional cuts such as the lamb shoulder and chuck tender can be used to create contemporary recipes that will really stand out on menus.



Hugh Judd, entertaining guests – including farmer David Baker

Brian Turner CBE – Guest Speaker

“Farmers put a lot of energy and effort into getting the meat just right. The quality doesn’t get any worse at the tail end; the cuts simply need to be cooked differently because the muscles have had to work harder. In fact, the flavour is often far superior because the meat has been cooked for so long. Of course, the key to slow-cooking is not to turn the heat up; the French call it ‘tremblant’, in other words, the meat should be left to simmer at a low temperature for a long time so that it doesn’t dry out. After it’s been cooked, leaving it to stand for another 12-24 hours will really bring out the flavours.



Brian Turner CBE – gives a rousing speech about the wonders of slow-cooking

David Baker – Farmer of Fairfax Meadow’s Northamptonshire Grain-Fed Beef

“We work very closely with Fairfax Meadow, producing primals to their specification, which, in turn, enables them to meet their customers’ exacting standards. Of course, all of this hard work is wasted if the cuts are not cooked properly. Certain cuts do require slow cooking at a low temperature, but the time invested is well worth it, as it really brings out the tenderness and flavour in the beef.”



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SLOWLY DOES IT MENU

CANAPÉS

Roasted marrowbone, toasted sour dough, parsley and shallot salad
Neck of West Country Lamb Koftas, Cumberland sauce
Shin Braised Beef mini cottage pies, Worcestershire sauce

Served with

Chapel Down's Curious Brew 4.7%
Siren Craft Brewery Liquid Mistress Red IPA 5.7%

MENU

Breads and English Pork Scratchings

Served with

Jennings Cumberland Deep Golden Ale 4.7% ABV

Slow cooked Dorset Lamb shoulder croquettes, spiced apple chutney

Served with

Tom Oliver's Planetbee dry Herefordshire cider 6% ABV

Braised Chuck Tender of Northamptonshire grain fed beef, curly kale,
potato dauphinoise, beets, white onion and pale ale sauces

Served with

Crafty Dan Big Ben Brown Ale 5.8% ABV

Autumn Blackberry soup, basil jelly, Goats curd sorbet

Served with

Thatcher's Somerset Rosé Cider and black

Coffee *with* Petit Fours

Served with

Kernel Brewery Export India Porter 6%



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We will be serving Fairfax Meadow's real Northamptonshire grain fed beef. It is the product of our unique cattle programme from steers reared and raised on two farms in the lost village of Onley in Northamptonshire.

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SLOWLY DOES IT
THANKS

We'd like to thank our sponsors



Chapel Down's Curious Brew

**SIREN
CRAFT
BREW™**

Siren Craft Brewery Liquid Mistress Red IPA

JENNINGS

Jennings Cumberland Deep Golden Ale

Oliver's
CIDER & PERRY

Tom Oliver's Planetbee dry Herefordshire cider



Big Ben Brown ale



THATCHERS
PEOPLE WHO CARE ABOUT CIDER.

Thatcher's rosé cider and black



THE KERNEL BREWERY LONDON

The Kernel Brewery Export India Porter