

PROVENANCE

THE TRUE AUSSIE BEEF & LAMB STORY

3 menu-ready opportunities

Culinary ideation
& support

Unsurpassed
quality
& flavor



TRUE
AUSSIE[®]
BEEF & LAMB

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1. WHY AUSTRALIA?

Life on the land

Australia is a special place. It's got more than 200 years under its belt producing high quality beef and lamb. We're proud of that legacy and we're proud of our product, raised by generations of family farmers. We reckon there's no better place to grow cattle and sheep. Lush green pastures. Seriously wide open spaces. Freedom to roam, grazing naturally on our rich grasslands.

These animals live a beautiful, stress-free life that yields a delicious, high quality product. Ethically treated, naturally raised, with impeccable quality standards, Aussie beef and lamb stand as our country's best ambassadors. We invite you on a virtual walkabout to learn why we are one of the most trusted sources of beef, lamb and goatmeat in the world.

True Aussie Beef & Lamb offers culinary support designed to help you maximize the opportunity with our grassfed beef and lamb.

We'd love to serve up culinary training for your team, or help with creative, on-trend menu development. We're ready when you are!

Answering today's demands

Today, it's pretty obvious that most consumers care about where their food comes from. They care about animal husbandry and sustainability. We care, too. It's the Aussie way, coded into the DNA of our ranchers and farmers, and carried all the way from paddock to plate.

By serving Aussie beef and lamb, you're building that important emotional connection with your guests, letting them know you care about sourcing and sustainability. It also signals careful attention to quality and flavor. Get credit for that thoughtful menu development! Let them know your product is ace, and that it comes from the land Down Under.

Apart from the important narrative around sourcing, you need to be able to serve up today's menu trends in new and delightful ways. Aussie beef and lamb are delicious, so that's good, for a start. They also shine in many of today's biggest trends—from next-level tacos to modern bowl builds. We're ready to help with creative approaches that deliver craveable results.



2. THE AUSSIE WAY

For our ranchers and packers, sustainability isn't just a buzz word. It's a way of life. Care for the animals and the environment isn't a touchy-feely endeavor here—it's good business. We need to take proper care of our land because so much of our livestock is raised on it. Sure, our vast green pastures and natural grasslands make for a pretty postcard, but they also foster our livelihood. That ensures that we're deeply invested in sustainable practices. After all, Aussie beef and lamb are not only our livelihood, but they're our legacy.



Luxurious accommodations

Always learning

Aussie family farmers are constantly working on ways to lessen their impact on the planet and help our ranching traditions continue for generations to come.



REDUCED THEIR WATER USE by more than 68% in the last 30 years



REDUCED INTENSITY OF GREENHOUSE GAS EMISSIONS from their animals by 56% in the last 14 years.



Committed to be Carbon Neutral by 2030

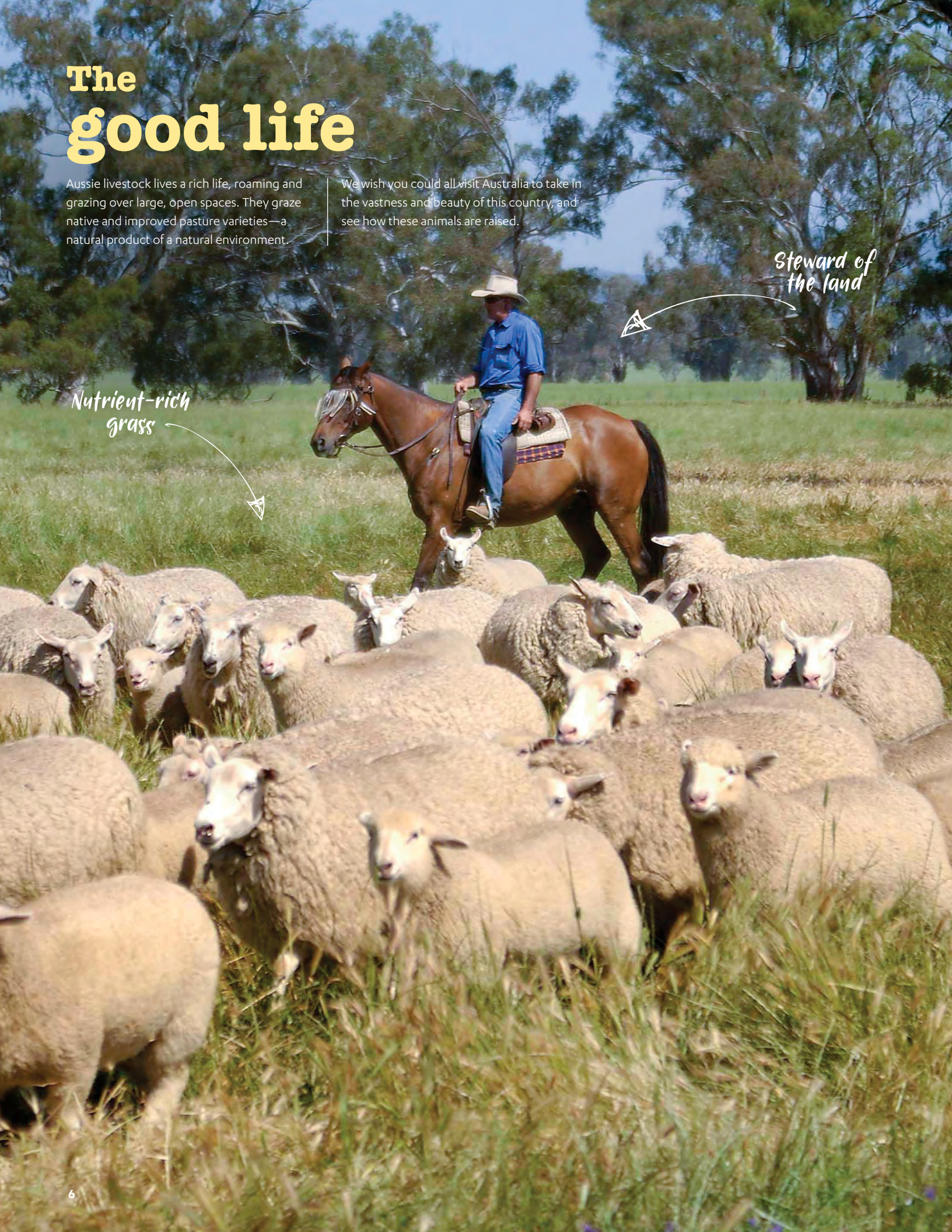
The good life

Aussie livestock lives a rich life, roaming and grazing over large, open spaces. They graze native and improved pasture varieties—a natural product of a natural environment.

We wish you could all visit Australia to take in the vastness and beauty of this country, and see how these animals are raised.

Nutrient-rich grass

Steward of the land



Get credit for such a smart choice

We put a lot of effort into ensuring the top quality of Aussie beef and lamb. It would be a shame if all that work and attention to detail doesn't translate for you. Sharing our story makes it part of your story. Touting on your menu that your meat is grassfed, or pasture-raised, or humanely grown, or wet aged for 30 days—all of these convey value and integrity. Menu Aussie beef and lamb so your guests know that you care about sourcing, sustainability, safety and quality.

According to a 2019 consumer research study, consumers of grassfed beef care about:

Quality • Health attributes • Animal welfare • Natural foods



Roy Villacrusis
Executive Chef, Asiatic Group

“Aussie grassfed beef has worked really well for my recipes. Its lean but deep meatiness lends itself to the bold flavors of this Vietnamese sandwich. I love working with Aussie grassfed beef for its reliable and consistent quality.”



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This **Aussie Grassfed Beef Banh Mi**, developed by **Roy Villacrusis**, Executive Chef at Asiatic Group, sees thinly sliced rare strip steak, pickled vegetables, pâté, Brie, red sorrel, cilantro, jalapeño, all tucked into a toasted French baguette slathered with Kewpie mayonnaise.

The food safety lecture

We know this topic can be a bit dry, but we also know that food safety is critical to everything you do—True Aussie Beef & Lamb takes that very seriously. Our trace-back systems are second to none—we tick all the boxes with food safety and quality; we follow stringent rules on processing, packaging and shipping quality. Australia has a long history of safe and successful beef and lamb exports and is very proud of its food safety record.

The Australian industry operates under independently audited Quality Assurance programs. We have a legislated national whole-of-life traceability program in place and a national vendor declaration program to assure the continued high animal and product health status of Aussie beef and lamb sent to market.

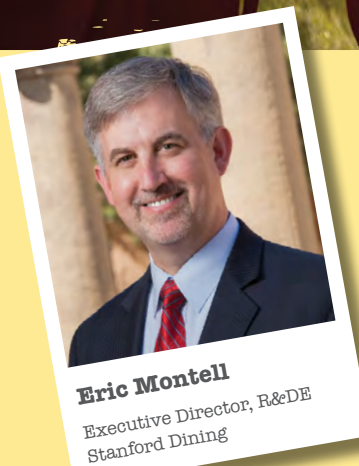
The Australian cattle and sheep industries adhere to stringent animal welfare standards enforced by legislation.

Integrity and traceability

Australia is a world leader in animal identification and traceability. Since 2005, nationwide legislation requires all livestock on farms to be linked to the National Livestock Identification System (NLIS). This traceability system logs the movements of electronically-tagged individual cattle and flock-tagged sheep as they move through the supply chain to processing plant. Teamed

with the checks and balances of the national vendor declaration, Australia's leadership in traceability procedures ensures its biosecurity, food safety, product integrity and access in more than 120 world markets. Our packing sector employs state-of-the-art technologies to ensure that Australian beef and lamb are delivered to market in the same high quality condition in which

they left the packing facility. All Australian export meat packing plants are regulated and inspected by the Australian government and our systems are licensed and regularly audited by our counterparts in the United States to ensure that Australia adheres to standards that are equivalent to or exceed those of U.S. inspected meat plants.



“We evaluated a number of sustainable practices, culinary standards, food safety procedures and humane practices before making the decision to switch to beef from Australia. We highly value Australian beef because the cattle are grassfed, humanely raised on pasture, added hormone and antibiotic free, and halal certified. Additionally, the beef is container shipped to the U.S., which is one of the most sustainable and efficient methods of transporting food. These factors are very important to us and to our students.”

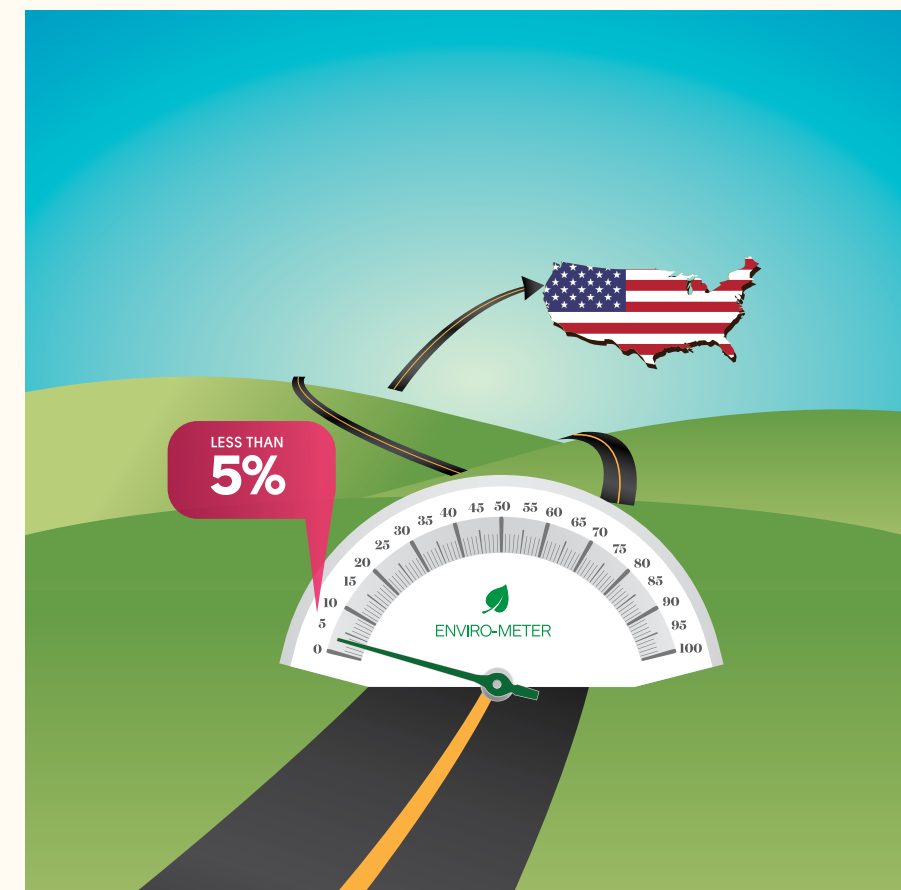
Let's talk about those food miles

Look, we know what you've heard—sourcing meat from so far away has to be damaging to both the planet and the product. That's just not right.

First, those “food miles” that carry beef and lamb from Australia to the U.S. account for less than 5% of greenhouse gas emissions, water and energy use, according to research published in The Journal of Cleaner

Production and The Journal of Agricultural Systems. Second, food miles were found not to be an accurate indicator of environmental impact. We've got science on our side here: researchers from the University of Arkansas and the Queensland University of Technology conducted a Life Cycle Assessment on our beef and lamb headed to the U.S., a tool that investigates the whole production system, and its environmental impacts, such as greenhouse gas emissions,

energy demand, water use and land occupation. So if you can't use food miles as the measure for whether something is grown sustainably—what do you use? We suggest looking to the provenance of the product. Supporting ranchers who are truly committed to the well-being of the land and the welfare of the animals—that's what counts. We reckon you won't find a more committed, meticulous group than us Aussies.

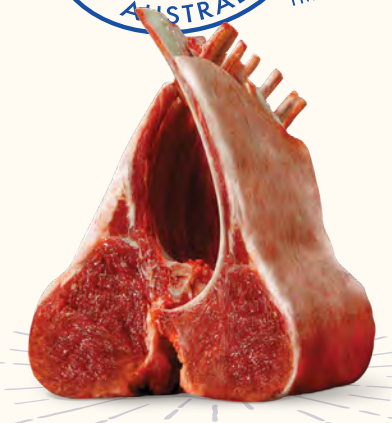


Wet aging for the win

And guess what? That journey to America? It actually improves our already tasty product! Fresh beef and lamb are vacuum-packed to maintain quality, inhibit bacterial growth and ensure extended shelf life. That process supports natural aging, and so en route to you, Aussie beef and lamb wet ages, improving texture while the enzymes

in the meat break down and loosen up to produce a more tender product. We're proud to share that our naturally aged beef and lamb boast a fresh/chilled shelf life of up to 120 days for beef and 90 days for lamb, under optimal storage conditions—all shored up by scientific testing and rigorous quality control.

Halal certified



Australia is a trusted supplier of halal beef and lamb to Muslim markets around the world. All lamb and much of the grassfed beef that comes into the U.S. is certified halal.

Flavor preference makes the grade

Meat Standards Australia (MSA) is a different grading system that is a more accurate measure of the eating quality in grassfed beef and lamb. MSA was developed from a consumer taste perspective, leveraging this end-user data to work out all of the ins and outs of what influences eating quality (EQ). Marbling is certainly a factor, but when we added it up, it counted for less than 20% of the total EQ score.

There are so many influences on EQ that start on-farm from animal genetics to how relaxed and well-fed our ranchers can keep their livestock. Every step of the supply chain has an impact—transport, processing and even

how you cook it.

Done right, it all adds up to a great eating experience for your customers.

Our taste panel is one of the largest on the planet. To date, we've conducted more than 700,000 taste tests. And MSA grades are specific to each cut so rather than grading a whole carcass on the same standard, each primal gets its own grade. MSA helps us ensure high standards on products that make it to your market, so you can rest assured you're getting our best—every time.



Jet Tila
Celebrity Chef and Author

“My guests and I are looking for ingredients that have integrity—like beef and lamb that’s raised humanely and naturally—and that have a healthier profile with great flavor. I love that I’m supporting farmers doing things the right way.”

For more information on MSA, food safety, sustainability or anything else you want to learn more about, email info@mlana.com.



“In the end, the Australians established a beef-grading system, known as Eating Quality Assured, which uses a sophisticated statistical model to predict the quality of each cut of meat from a given animal. Producers are rewarded for doing the things that ensure the highest quality: careful breed selection, attention to the animals’ diet and welfare, and perhaps the most important, carefully managed slaughter—something that no other grading system recognizes. **We believe it is the best and most innovative grading system on the planet.**”

Nathan Myhrvold and Maxime Bilet
Modernist Cuisine: The Art and Science of Cooking

Grassfed beef ribeye

3. AUSSIE LAMB

Raising lamb is an Australian tradition, with a proud legacy of purity, integrity and sustainability. The combination of an unspoiled, wide-open environment with an unwavering commitment to quality makes our product so special. Australian lamb sold in the U.S. is pasture-raised, all-natural and free of artificial additives. Not only are those markers of sound animal husbandry and provenance, but they promise delicious flavor with a lean profile. Grassy, mild and tender. That's what makes Aussie lamb singular in the marketplace.

Happy and relaxed



Jamie Heinrich
Seventh generation sheep rancher, on Kangaroo Island, South Australia

Generational wealth

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Sheep is in my veins—I'm a seventh generation sheep rancher. My family's job has always been about ensuring that the sheep live a good life, yielding a quality end product.

Aussie ground lamb cues mindfulness



Chick pea purée delivers wholesomeness

These **Aussie Lamb Albondigas** capture the mindful trend beautifully. Developed by **Josh Elliott**, executive chef of Toro in Boston, his careful attention to flavor and sourcing signal craftsmanship and integrity to the diner. His Aussie lamb meatballs are flavored with manchego, piquillo peppers and cream.

Keeping up with consumers

Lamb is making big moves today, with more consumers embracing it at home and in restaurants. In fact, Menu Matters reports that there's been a 14% increase of lamb in casual dining over the last 10 years and a 19% increase in quick service—all in the last four years!

That demonstrates that lamb has moved beyond its fine-dining-only stature for Americans. With the casualization of menus and the demand for bold, flavor-forward fare, lamb is starring in burgers, tacos, salads, bowls, and more. Aussie lamb brings a lot to the party—flavor, narrative and just the right amount of adventure.

Familiarity and love of lamb is growing at home, too. More than 50% of retailers nationwide report an increase in purchases, according to Menu Matters. With lamb becoming more familiar and more in demand, it's a good time to start sourcing the best product in the world—Aussie lamb.

+14%

Increase in lamb menu mentions in casual dining

+50%

Retailers nationwide reporting increase in lamb purchase



Andy Husbands
Executive Chef & Owner,
Tremont 647 and Sister Sorel,
Boston, and Smoke Shop,
Cambridge, Mass.

“As a chef, I look for flavor, sustainability and consistent quality in every ingredient, especially meats. Aussie lamb is right on point with all three of my key areas. It's why I'm an Aussie lambassador!”



Black garlic aioli brings umami richness and depth

Lamb in appetizers is up 11% in the last 4 years

Aussie lamb leg simply braised, pulled and shredded

A perfect bar bite, appetizer or shareable, this **Black garlic aioli braised eggplant and lamb leg on bruschetta** stands out with big flavor.

Burger Boom

The demand for next-level burgers seems to be insatiable. And it gives chefs a wonderfully familiar platform for serious menu distinction. Lamb burgers tick a lot of boxes in the burger trend—they're flavor forward, a bit different from the norm and absolutely craveable.

*Mojito yogurt sauce
cools down this
global mash-up*



*Ground Aussie lamb
is a great carrier for
today's trending big,
bold spices*



Pam Smith, RDN
President/Founder of Shaping
America's Plate

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"Not only is Australian grassfed lamb lean, it is a valuable source of omega-3 fatty acids, the same healthy fat found in fish. Omega-3 is also one of the best sources of well absorbed iron and zinc."

Sliders always have a home on snack menus, but you've got to make them stand out with gorgeous, unexpected flavor combinations. These **Madras Curry Australian Lamb Sliders** are just the ticket.

Lamb: a feel-good food

We all know that Aussie lamb is delicious, but did you know that it's also lean? Yep. You can feel good about serving it. A 3-ounce serving is low in cholesterol and contains only 175 calories. Those calories are nutrient dense, packed with goodness—providing a good source of protein, vitamin B12, niacin, zinc and

selenium. There's more! Aussie lamb provides three times the amount of iron than chicken, and twice as much as pork or salmon. And there's a reason that lamb is known as "land salmon"—it's got the best omega-3 profile of any non-fish meat protein.

Raising them right

Our lambs graze on pure, natural Aussie grasslands and pastures throughout their lives, resulting in lamb that's delicious and mild tasting, flavorfully lean and tender, and free of artificial additives and hormone growth promotants. Packaged with little-to-no bone, and well-trimmed of fat and waste, there are economic advantages as well.

A word on prep

Grassfed meat requires less cook time due to its high protein and low fat content. Reducing cook time by 30% is a good rule of thumb.

Visit us online for recipes designed to inspire.
www.trueaussiebeefandlamb.com/foodservice

Fast facts about Aussie lamb

- ✓ It's vacuum packed, and like all good meats, is aged to retain its natural moisture and mild flavor while further developing its tenderness.
- ✓ Cost effective—trimmed to specification for maximum yield and with minimal waste. Aussie lamb's superior 12-week shelf life helps with this too.
- ✓ World-class quality systems make Aussie lamb traceable all the way back to the farm.
- ✓ Naturally mild—thanks to pasture-raised animals from carefully chosen breeds that are younger and leaner without compromising eye muscle size.

4. AUSSIE BEEF

Our boundless pasturelands make a perfect home for free-roaming cattle. Aussie grassfed beef is produced naturally, giving it a hard-to-beat advantage in the global marketplace.

Seventy percent of our beef is raised and finished on pasture, exclusively. We're a big country with a lot of room for raising cattle. In fact, most of the land (80%) where we graze our livestock is not suited to crop or produce production. Sustaining native and improved pastures for grazing livestock works really well, but crop and

produce production does not. We take advantage of our ideal, pristine landscape, boasting nearly 26 million head of cattle. Our ranchers are passionate about their product—they closely guard Aussie beef's reputation of meticulous standards and one of the world's highest animal health statuses. Give it a go, mate—you won't be disappointed.



Unspoiled environment

No better place to raise cattle



Matt Pearce with his family
Fifth generation beef cattle grazer in the Snowy Mountains of New South Wales, Australia

“I know that the beef we raise here at Muronga, my farm in New South Wales, Australia, is feeding families like mine all over the world. We take a lot of pride in Australia's long and successful record of quality and food safety; keeping it that way is a built-in part of the job and has been for generations. It starts here with me and the animals, and continues all the way down the line, ultimately keeping the meat top-quality, clean, safe and healthy.”

We've got that, too

Although we might be known for our amazing grassfed beef, we also boast grain-fed and wagyu beef, derived from cattle that have been fed on a nutritionally balanced diet to deliver a richly marbled finish.

Why serve Aussie grassfed beef?



Grassfed beef tells a rich story of sustainability and wholesomeness. It also tastes amazing—meaty, clean beef flavor. Even if you're a steakhouse in the U.S. known for grain-fed beef, why wouldn't you add a grassfed option? After all, consumers today are all about choice.

Armed with information on the lean profile and health benefits of grassfed beef, our research confirms that consumers are looking for it on menus today. Australian grassfed beef is lean and naturally contains 13 essential nutrients required for good health, including iron, zinc, omega-3 and B vitamins.

Grassfed growth

American consumers are discovering grassfed beef. Guest perceptions and real quality benefits are driving appeal. Give them the best—give them Aussie grassfed beef.

On demand... at restaurants*

"Grassfed" has seen a whopping 141% increase on menus across all segments in U.S. since 2012. Datassential predicts an additional 28% growth over the next 4 years.

On demand... at home*

Grassfed beef sales at retail have quadrupled over the past 5 years.

+95%

Increase in grassfed beef menu mentions across all segments in the last 4 years

+400%

growth in grassfed beef retail sales reported nationwide in last 5 years

*Menu Matters for Meat & Livestock Australia



Cooking Tips from Chef Aaron Brooks, Edge Steak and Bar, Miami

On braising...

"When braising grassfed beef I tend to cook low and slow. To keep all the natural juices in the meat, don't go any higher than 275° F. When your cut falls off the bone or separates when pressure is applied, it's done. Rest in the juices at room temperature for about 30 minutes before serving. This allows the meat to relax and remain moist."

On grilling...

"I like to get a hard sear on the outside then move my cut to a cooler area of the grill to cook a little slower through. Don't forget to rest your steak. Once you've reached the right temperature inside (I prefer medium rare at 125° F internal temp) I rest for at least 5 minutes before re-searing on a hot grill for a few seconds each side before serving. For extra flavor, baste with butter and dust with flaky sea salt before serving."



Anchovy and thyme butter adds complexity and differentiation

Aussie grassfed flank steak boasts big, beefy flavor

Grilled Aussie Flat Iron Steaks with Anchovy & Thyme Butter exemplifies modern menu development: global influence, developed flavor, mindful sourcing.

We've got wagyu

Prized by chefs and loved by consumers, wagyu boasts melt-in-your-mouth tenderness with beautiful flavor. This special breed of cattle was developed in Japan and is known for its intense marbling.

The Australian Wagyu Association is the largest breed association outside Japan. Aussie wagyu is second to none, delivering that gorgeous texture and rich beef flavor.

Aussie wagyu delivers increased flavor due to its softer fat composition, higher proportion of healthier unsaturated fats and finer meat texture. Its high-end profile offers premium positioning to your menu. We've got another thing to boast about

when it comes to Aussie wagyu—we can't call it "wagyu" unless it contains a minimum of 50% wagyu genetics. All sectors of the wagyu supply chain ensure the integrity of the animal and the product being marketed. Australia offers verified wagyu products from 50% wagyu genetics up to 100% full blood Japanese pedigree delivering exceptional marbling and eating quality.





Gorgeous marbling makes Aussie wagyu a showstopper



Beef broth fortified with Vegemite and soy sauce dials up the umami



Fast facts about Aussie beef

- ✓ Wet-aged to perfection—the time in ocean-transit actually benefits the tenderness and eating quality profile, as it wet-ages en route to the U.S.
- ✓ Cost effective—trimmed to specification for maximum yield and with minimal waste. And you can't beat its 20-week shelf life!
- ✓ World-class quality systems make Aussie beef traceable all the way back to the farm.
- ✓ Available in a variety of products for every taste and type of operation, grassfed to grain-fed to wagyu.

Go Down Under

Get inspired with on-trend menu ideas that showcase the quality and integrity of Aussie beef.

www.trueaussiebeefandlamb.com



This **Wagyu Shabu Shabu** with Super Grain Gochujang highlights the prime quality of the beef.

5. AUSSIE GOAT

Get your goat

For a first-to-market opportunity, consider adding goatmeat to your menu. Consumed around the world—from the Middle East and Asia to Latin America and the Mediterranean, it's growing in popularity here in the U.S. Consumer interest is up, thanks to demographic shifts in population and a huge spike in global flavor trends.

No kidding!

- Goatmeat is consumed by more people worldwide than any other meat
- Imports of goatmeat to the U.S. have more than doubled in the past 10 years
- 98% of imported goatmeat here comes from Australia

The Australian goat industry has been more than 200 years in the making. Foundations laid many years ago have helped it evolve into the dynamic and progressive entity it is today. The combined integrity of our ranchers, along with the advantages of an unspoiled environment, has underpinned Australia's reputation for some of the highest quality goat available.

As one of the world's largest exporters of goatmeat, the Australian meat and livestock industry maintains a long-term commitment to food safety. Australia is internationally recognized as free of all major livestock diseases. Our goats have no added hormones.

Now you're cooking

Goatmeat boasts a firm texture and mild to strong flavor, depending on the age of the animal. It may sound exotic, but it can be prepared much like lamb. As it's very lean and low in fat, goatmeat is particularly well suited to slow cooking methods such as braising and stewing, and flavorful, spicy dishes. The cuts are similar to lamb—leg and leg cuts, sirloin, loin, rack, shoulder and diced goatmeat may be available.

Global flavors

With so many of today's flavor trends dipping into all different corners of the world for inspiration, goatmeat fits right into a lot of those cultural hotbeds, including the Eastern Mediterranean, the Carribean, India, Asia and Africa. For true menu differentiation, consider featuring Aussie goatmeat in your globally inspired dishes.

Rack of goat brings something new to the plate



Barbecued Rack of Goat gets the same treatment as a rack of lamb while serving up an exotic experience to your guests. Rosemary, garlic and thyme flavor the goatmeat, grilled until juicy and tender.



Aussie goatmeat forequarter yields a tender braise

Warm spices and coconut milk lend big flavor

This **Goat Rendang**, a spicy meat dish from Indonesia, stars many of today's trending flavors: tamarind, ginger, cardamom, cumin—to name a few. Australian goatmeat is simmered in coconut milk, along with spices, until tender and delicious.

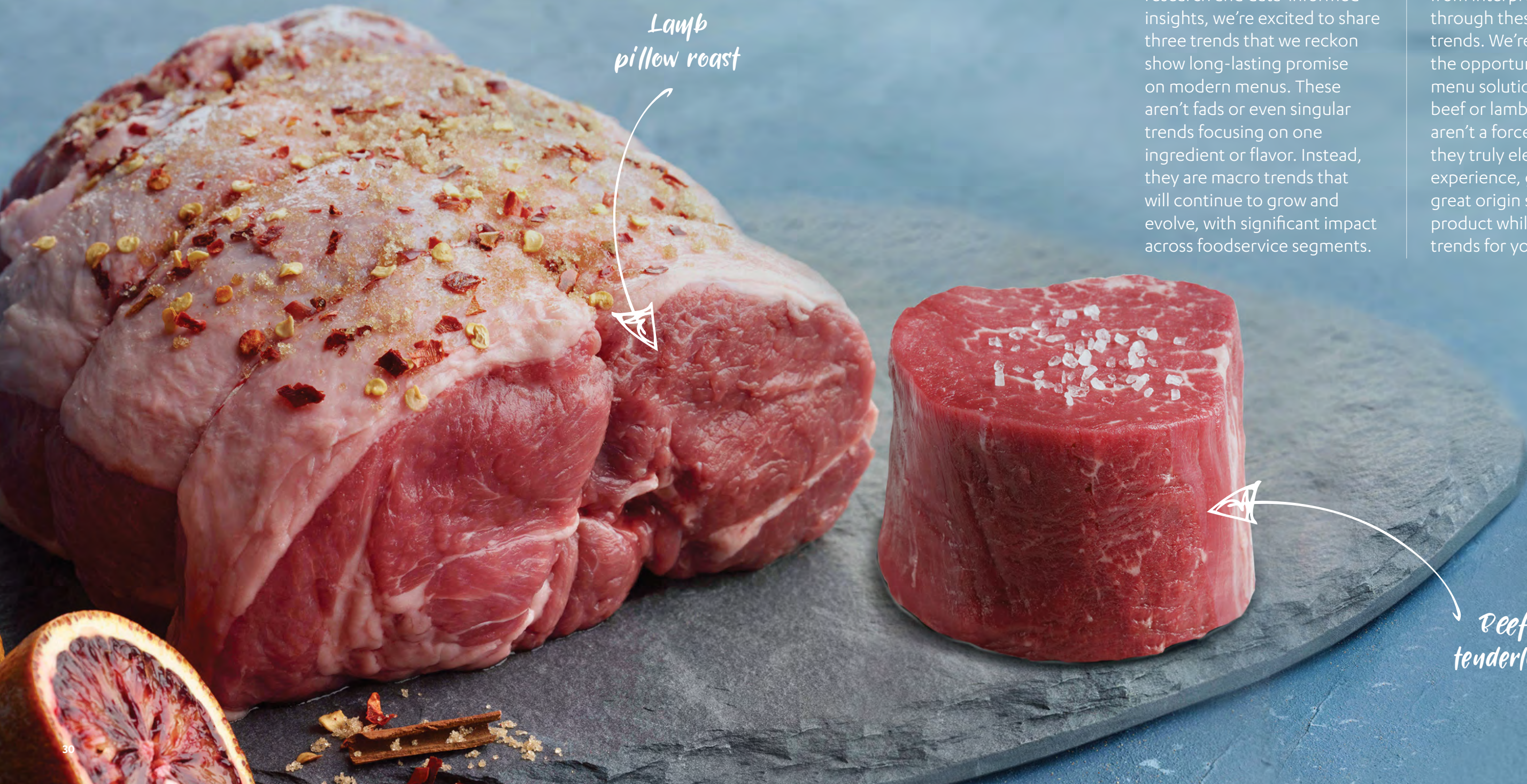
6. THREE MENU-READY OPPORTUNITIES

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We all know how important it is to stay on top of today's flavor trends, capturing them as they emerge and make their first mark for the biggest impact on your bottom line. Although at True Aussie Beef & Lamb we'd love to tell you that menuing our lovely meats is the only trend you should pay attention to, we know you have to be a bit more realistic for a truly sharp competitive edge.

Through both street-level research and data-informed insights, we're excited to share three trends that we reckon show long-lasting promise on modern menus. These aren't fads or even singular trends focusing on one ingredient or flavor. Instead, they are macro trends that will continue to grow and evolve, with significant impact across foodservice segments.

Today's opportunity comes from interpreting flavor trends through these three macro trends. We're going to outline the opportunities, then give you menu solutions, starring Aussie beef or lamb, of course. These aren't a forced fit, we promise—they truly elevate the flavor experience, giving you a really great origin story and pristine product while translating the trends for your brand.



Lamb pillow roast

Beef tenderloin

I. Eastern Med spicing up menus

The embrace of the Eastern Med's assertive, spice-heavy ingredients and dishes by American diners is driving chefs here to incorporate them onto their menus in smashing ways. These countries not only share geography (east of the Mediterranean Sea), but a rich culinary tradition.

With diners more adventurous than ever, the time is right for the flavors and dishes from this part of the world. There's so much to love: cumin, za'atar, cardamom, sumac, baharat. Harissa and s'hug. Israeli pita and Turkish pide. Shawarma and döner kebab.

Hummus and baba ghanouj. Shakshuka and halloumi. Falafel and lahmacun, a flatbread rolled around heavily seasoned ground meat. What makes culinary innovation so exciting in the U.S. is how chefs are translating these big flavors and ingredients onto their menus. It's not replication—it's adaptation. It's leveraging the trend in global mash-ups by pulling from a rich, exciting region but twisting them into dishes that are completely at home on modern American menus. Lamb and beef are both important players in the Eastern Med trend—spiced and tucked into flatbreads or seasoned generously, skewered and grilled over live fire... the possibilities are endless.



Aussie grassfed flank steak

Baharat adds fragrant spice with cardamom, coriander and cloves

Chef Andrew Cho relies on the beefy flavor and great texture of Aussie grassfed flank steak in his Baharat Rubbed Steak.



Fattoush salad wows with toasted pita, Persian cucumbers, sumac, pomegranate and radishes

Aussie lamb sirloin

A good pinch of za'atar ensures a zingy, bold marinade

Chef Scott Pickett spins an entrée salad into a signature menu item with this delicious Za'atar Spiced Lamb, Fattoush Salad and Persian Feta.

The global meatball trend is such a fun one! These **Aussie Lamb Meatballs with Guajillo Chili Pesto** are a great combination of familiarity with adventure.

Aussie ground lamb (any cut works great!)

Mint yogurt cools everything down

Sulky heat through a clever guajillo chili pesto

II. Food as experience

Food as experience is a meaningful way to connect with diners today. It's not about theatrics. Instead, it's about careful attention to flavor detail, quality of ingredients, forward-thinking menu development, and a strong sense of place. Transforming meals or snacks into experiences moves them from occasions to memories, creating an emotional connection between the guest and the restaurant.

Emotional connections are hard to come by today, thanks to a competitive landscape and a hard-to-reach consumer who is dealing with sensory overload. Food as experience helps here—the power of flavor and the sway of memory are forces to be reckoned

with. Trying to harness them should underpin menu strategy, pushing for a high level of detail and technique to make that bite, snack or meal into a food experience worth remembering.

Apart from quality, flavor and trend-forward thinking, food as experience also takes shape through a firm sense of place. That can either mean looking back in time and drawing on nostalgia or casting a wide net across the globe, pulling in your brand's versions of street foods from the Eastern Mediterranean, tortas from Mexico or jianbing from China. The sense of place doesn't have to come through replication. Instead, it's through translation—all with attention to flavor detail that builds the connection of food as experience.

S'chug adds bright, hot, herbaceous notes

Pasture-raised ground Aussie lamb seasoned with aromatic, heady spices and herbs

Curry-tehina sauce gives a punch of color and flavor

These **Lamb Kofte Kebabs** introduce the experience of Middle Eastern street food while delivering signature sauces for that all-important menu differentiation.

III. Modern bowls stand out with flavor detail

There's so much to love in the bowls phenomenon, which continues to evolve thanks to chefs' mindful attention to flavor building. Bowls offer heft and satiety, while guaranteeing serious flavor and texture. Every component is thoughtfully put together, maximized for the best menu impact. Interestingly, they also carry a pretty glowing health halo.

Modern bowls usually see a lot of fresh veg, often roasted or grilled, mixed in with ancient grains or rice, then crowned with high quality proteins that are well seasoned and expertly prepared.

Consumers love well executed bowls, ordering them at fast casuals and full-serve restaurants alike. Chefs love them because they help build a flavor story that's tied to a brand story—a winning combination that makes them poised for signature status. Look to bold global flavors, creative toppings and flavor-packed sauces for inspiration.

Protein is an important element here, and with portions in modern bowls generally smaller than center-of-the-plate builds, it's even more crucial that value comes across to diners. High quality protein is key. Flavor forward technique is also key. True Aussie Beef & Lamb can help here.

Australian lamb shanks are tender and hearty

Shoyu-honey glaze elevates the presentation



Harvard University's **Martin Breslin** makes a comforting and wholesome dish with this **Aussie Lamb Noodle Bowl**, where the lamb is braised in a highly savory blend of red miso, shoyu and bonito flakes.

Peanut mole introduces its intense, complex, craveable flavor

Aussie grassfed ribeye trim



Quinoa and farro porridge adds a satisfying, healthy base

Chef Keith Seeber showcases the gorgeous flavors found in Mexico's mole tradition in his **Mole de Cacahuete Bowl**, starring Aussie grassfed beef.

7. ALWAYS THE STAR

Make a big impact with high quality meats

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We reckon consumers are always going to want meat, but we know that today, those portions might be a little bit smaller than the good old days. We're okay with that, because we also reckon that serving something that people really relish means that it has to taste pretty wonderful. When done well, modern plate design still keeps protein as the shining star—ensuring pristine product in that role—and then rounds out the supporting cast with flavor-forward, well executed ingredients.

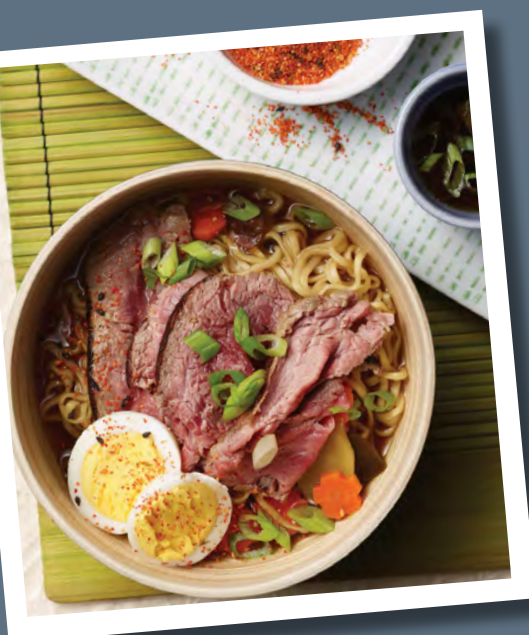
With that sensibility in mind, we collaborated with some of the best culinary thinkers in foodservice. We worked together to design dishes that answer the following criteria.

- Provide exceptional value to the guest while providing a six-ounce portion of meat.
- Bump up the value of the other components of the plate with high-impact flavor techniques.

- Improve healthfulness with no trade-down on the guest's experience.
- Make the dish memorable and craveable.
- Use smart protein portions to ensure a feel-good choice that still answers the hankering for juicy, tender meat.

- And of course, rely on Aussie grassfed beef and lamb to help achieve the most important goal—high quality protein.

The results were utterly fantastic—we'd love to do the same with you!



Bringing balance to the plate

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"Our goal was to pair with a few amazing chefs and work together to build sale-able, craveable dishes that showcase the story of health and wellness," says Pam Smith, RDN, President/Founder of Shaping America's Plate. "We believe in making the protein choice count—protein with purpose and high quality protein with a story." With Smith's expertise in developing craveable dishes that stay firmly in the realm of feel-good food, the mission

is about putting common-sense principles of healthy menu design into real-world practice. "We are creating menu items that leverage healthy eating cues, like grassfed protein, vegetable-centricity, all while using strategic calorie design—never forgetting that flavor is always the most important part." These principles hold appeal across foodservice. True Aussie Beef & Lamb is poised to help move them onto your menus today.

Adobo Crusted Aussie Skirt Steak

with smoked ancient grains, summer sauté of sweet corn and grilled okra, a roasted vegetable ragoût and toasted chickpeas

Chef: Jamie Carawan
Cut: 6 oz. Aussie grassfed outside skirt steak



Smoking the ancient grains gives them a deeper flavor

Blended roasted mushrooms, tomato, onion and garlic add umami and textural contrast

Grilled for elevated presentation

Intense, salty adobo rub, then a hot sear for nice caramelization

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"By using Australian grassfed beef, I'm demonstrating that I've taken care to source product from a spot in the world that produces exceptionally high quality protein."

"The Aussie product was better than any other skirt steak—rich, meaty flavor with great marbling."

"If you go to a smaller piece of protein, you have to make it high quality so you're still delivering satisfaction to your guests."

.....

Chef Jamie Carawan

Guajillo Mocha Rubbed Aussie Lamb Chops

with a red quinoa and spring vegetable pilaf, ancho demi, pumpkin seed pesto and an avocado-coconut-lime popsicle

Chef: Steve Sturm
Cut: 6 oz. Aussie lamb chops



Ancho demi and pumpkin seed pesto offer intriguing counterpoints

Guajillo and mocha rub add deep, signature flavor

Red quinoa and spring vegetables offer a satisfying, healthy "side"

An avocado-coconut-lime popsicle offers a cool counterpoint

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"We absolutely love the quality of Australian lamb."

"We were able to use less protein because of the contrast and balance of flavors and textures we obtained by making each component mesh into a seamless dish."

"To move this through the seasons, we can switch out elements in the pilaf—pomegranate instead of tomatoes in the winter, asparagus in the spring, etc."

.....

Chef Steve Sturm

Grilled Aussie Lamb Tenderloin

and shimeji mushrooms with an autumn vegetable stack, Campari tomatoes, cauliflower and hominy hash with feta and Meyer lemon vinaigrette

Chef: Cliff Pleau
Cut: 6 oz. Aussie grassfed lamb loin



Seasoned lamb tenderloin

Tender kale, roasted butternut squash, cannellini beans add texture, color and flavor

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"Aussie grassfed beef and lamb appeal to everybody—there's no need to worry about polarizing some of your guests with a health message. And servers have a built-in story to tell about the care and thoughtfulness that goes into every step of the journey from the beautiful Australian pastures to our American plates."

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Pam Smith, RDN

8. THE MINDFUL MOVEMENT

The trend in mindful menu development is somewhat new, but we reckon it's going to stick around for a long time, influencing overall menu development—regardless of segment or focus. It's a movement, really, with a number of consumer values giving it life. Those values include integrity, sustainability, clean labels and transparency.

Mindfulness translates onto your menu as careful sourcing and commitment to well-being of both community and planet. Of course, we think that makes Aussie beef and lamb a natural for this long-term trend. Qualities like grassfed and pasture-raised resonate with diners, who see them as both markers of mindfulness and of quality.

There's more to the mindful imperative than values. As with most trends today, flavor is a theme that threads the whole thing together. Flavor development is more crucial today than ever. Mindfulness here means that thoughtfulness drives every element on the plate. A roasted carrot is a lovely thing. A roasted carrot glazed in harissa and honey? Now we're cooking.

Although we think Aussie beef and lamb are delicious just thrown on the grill with a bit of salt and pepper—signature, mindful dishes look a bit more layered and complex. That's one of the things we offer as R&D support, modern builds like grassfed sirloin marinated in Moroccan spices and preserved lemon, and served with roasted eggplant and smoked sea salt. And charred brioche topped with Aussie lamb loin that's been seasoned with Japanese spices and served with a parsley-fennel salad. These dishes, developed in our chef immersions as a way to provide menu-ready solutions, carry the menu markers that consumers today look for. Diners want an intriguing flavor narrative. They look for mindfulness on menus.



Maeve Webster
Flavor & The Menu,
Top 10 Trends Issue

“It's the ultimate story that can be told to a consumer to build trust, create a personal and emotional connection, and create a compelling competitive positioning built around flavor.”

Aussie beef and lamb are raised by farmers with a passion for sustainable and natural farming practices. They care about the well-being of the animals and of the planet.

Edamame is dusted with sea kelp for textural play



Pulgogi marinade lends deep, savory flavor

Bottom sirloin flap

Mindful menu markers

Here are a few of our favorite evocative words that we think shows guests that you care about quality, husbandry, sustainability and flavor experience:

Quality markers	Flavor markers
grassfed	pecan-roasted
pasture-raised	oak-grilled
humanely raised	wood-smoked
carefully sourced	wood-charred
hand-cut	guajillo-rubbed

This Aussie Grassfed Beef and Ancient Grain Bibimbap is a modern bowl at its best—wholesome, flavor forward and satisfying.

9. AUSSIE SUPPORT

True Aussie Beef & Lamb is here to support you! With culinary training for your team or on-trend menu development, our aim is for you to get the most out of your Aussie grassfed beef and lamb. It starts with educating chefs, retailers and the food community at large about Australia's unique production practices and our place in the dynamic global protein supply chain. When Aussie meat hits the menu or the meat case, we are there with customized marketing support from resource support to full creative activations.



Let us help you gain a competitive advantage through:

- Culinary immersions with hands-on cooking
- Marketing support around sustainability messaging
- Menu-ready recipes that translate today's biggest flavor trends
- Useful consumer insights that capture modern dining preferences
- Culinary training for your team
- ...and if you're really lucky, farm visits in beautiful Australia

Use us as a resource, and let us bring a little Down Under spirit to your operation.

This could be you!



10. GUIDE TO CUTS OF AUSSIE BEEF, LAMB AND GOAT



TRUE AUSSIE BEEF CUTS

1 INSIDE/OUTSIDE

Inside, Inside Cap Off, Top Round Roast, Outside, Eye Round, Inside Steak

2 ROUND

Round Steak, Round, Beef Strips

4 TENDERLOIN

Tenderloin, Tenderloin Butt, Tenderloin Center Cut Steak

6 STRIPILOIN

Striploin Roast, T-bone Steak, Striploin Steak, Bone In (New York), Striploin Steak, Boneless (New York)

7 RIB EYE

Rib Eye Roll Steak, Rib Steak, Bone In, Rib Roast, Whole Rib Eye

10 CLOD/CHUCK

Chuck, Clod, Flat Iron Steak, Blade Steak, Bone In, Chuck Eye Roll Steak, Shoulder Roast, Diced

3 TOP SIRLOIN

Top Sirloin, Sirloin Center Steak, Center Cut Sirloin, Sirloin Roast, Sirloin Cap, Tri-Tip

5 FLAP MEAT

Flap Meat

8 INSIDE SKIRT

Inside Skirt

9 BRISKET

Brisket

MFG. BEEF BULK PACK (GRINDING)

60 CL, 80 CL, 90 CL

11 SHIN

Shin, Bone In (Osso Buco)

LEGEND

- Stir-Fry
- Grill
- Pan-Fry
- Oven Roast
- Hotpot/Casserole

46

47

TRUE AUSSIE LAMB CUTS

1 LEG



Boneless Leg



Boneless Leg, Butterflied



Diced Lamb



Lamb Strips



Leg Cuts, Denuded



Leg, Bone In

4 LOIN



Lamb Loin



Loin Chop



Short Loin Saddle

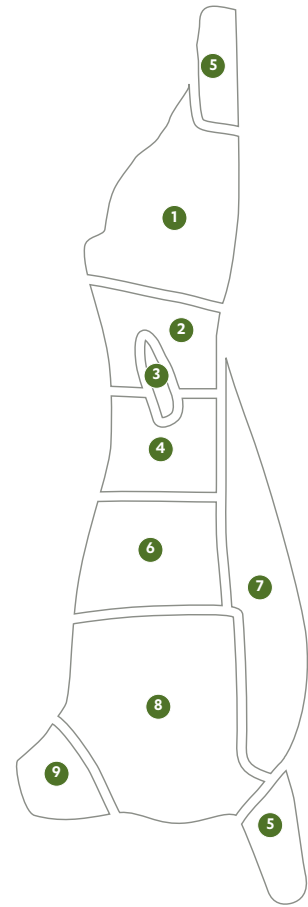
5 SHANK



Frenched Fore Shank



Hind Shank



2 TOP SIRLOIN



Top Sirloin



Center Cut Chop

3 TENDERLOIN



Lamb Tenderloin

6 RACK



Rib Chop



Frenched Rack of Lamb (8 Rib)



Frenched Rack of Lamb (13 Rib)

7 BREAST



Breast



Flap

8 SHOULDER



Square-Cut Shoulder, Bone In



Square-Cut Shoulder, Boneless



Diced (Forequarter)

9 NECK



Neck Filet



Neck Chop



Ground Lamb



Shoulder Rack (4 Rib)



Shoulder Chop

LEGEND



TRUE AUSSIE GOAT CUTS

1 LEG



Leg Chump On



Leg Bone In

3 BACKSTRAP



Backstrap

6 FOREQUARTER



Square Cut Shoulder



Forequarter

7 NECK



Neck

5 BREAST & FLAP



Breast and Flap

2 TENDERLOIN



Tenderloin

4 LOIN



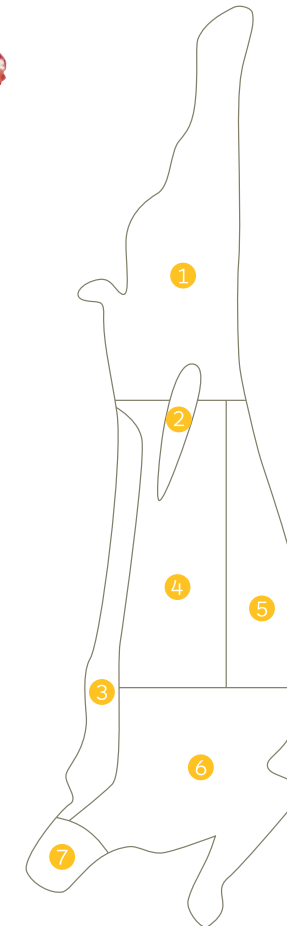
Shortloin



Loin

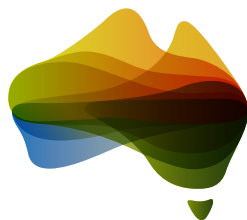


Rack



LEGEND





**TRUE
AUSSIE®
BEEF & LAMB**

Sabina Kindler

Business Development Manager

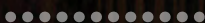
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<https://foodservice.trueaussiebeefandlamb.com>

By using Cocoon Silk rather than a non-recycled paper, the environmental impact was reduced by:



827lbs
of landfill



111lbs CO₂ and
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3,814lbs
gal of water



862lbs
of energy



1,345lbs
of wood

Sources: Water and energy savings are based on a comparison between a recycled paper manufactured at Arjowiggins Graphic mills versus an equivalent virgin bre paper according to the latest European BREF data available (virgin bre paper manufactured in a non-integrated paper mill). CO₂ emission savings is the difference between the emissions produced at an Arjowiggins Graphic mill for a specific recycled paper compared to the manufacture of an equivalent virgin bre paper. Carbon footprint data evaluated by Labelia Conseil in accordance with the Bilan Carbone® methodology.

Results are obtained according to technical information and subject to modification.