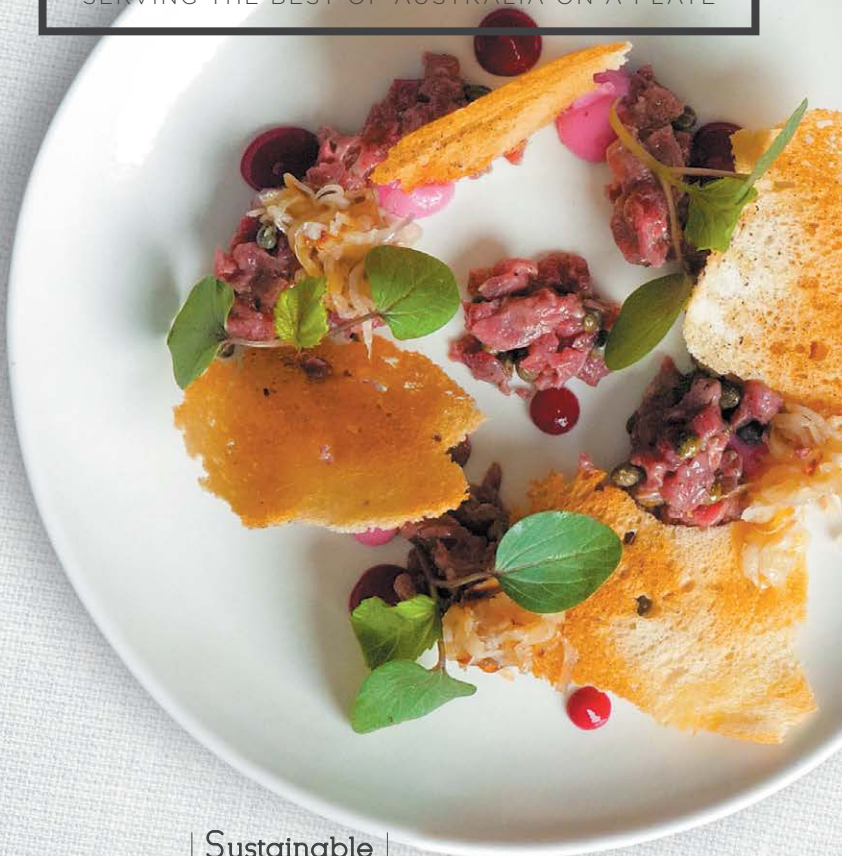


MUSE

SERVING THE BEST OF AUSTRALIA ON A PLATE



Green & lean

Explore the natural health wonder from down under

Sustainable and all natural

A protein that's easy on your waist and your conscience

Australian beef and lamb, the perfect marriage of

Nutrition & flavor



**Pan roasted ribeye,
potato au gratin,
spinach, roasted
tomatoes, roasted
shallot demi**

Chef John Bacolod

*All the appeal of classic meat and potatoes,
but taken to a new level with artful
presentation and clean, simple preparation
from Chef John Bacolod.*



Take a look

The Australian beef and lamb industry has been more than 200 years in the making. The foundation laid many years ago has helped it evolve into the dynamic and progressive entity it is today. The combined integrity of our ranchers and packers, along with the advantages of an unspoiled environment, have underpinned Australia's reputation for producing some of the highest quality beef and lamb in the world. With today's guests demanding naturally raised, free-range, pasture-raised, grassfed, high-quality beef and lamb, we invite you to choose Australian beef and lamb for your operation. Please enjoy this "Look Book" and be inspired with how True Aussie Beef and Lamb can help you tell a compelling sustainability and quality protein story on your menu.



Aussie wagyu temari-style sushi

Chef Roy Villacrusis

Chef Roy Villacrusis' Wagyu Beef Temari-style Sushi wraps Aussie wagyu beef in furikake-seasoned rice and torches it lightly, served with feta cheese and a broken vinaigrette with yuzu, sweet soy and truffle oil.

Espresso and vanilla rubbed Aussie lamb loin

—
Chef Robert Pesche and
Chef Andrew Ford

*Tender, mild Aussie lamb loin finds a perfect
foil in an espresso and vanilla rub. Sear and
roast it, or cook it sous vide.*



Aussie beef & lamb

We believe there's no better place on earth to raise cattle and sheep. Our unique environment and our wide open spaces have allowed us to develop a natural approach to ranching that allows our animals to live as nature intended. They are free to roam, they live a stress-free, healthy life and this in turn means healthy, nutritious beef and lamb — the best result for everyone.

Supporting foodservice in the USA

At True Aussie Beef & Lamb, our goal is to help foodservice professionals in the USA achieve success with Australian meats. It starts with educating chefs and the foodservice community at large about Australia's unique production practices and our place in the dynamic global protein supply chain. We also get directly involved with culinary support, through product development and menu ideation.

Herbs de provence crusted lamb loin with cauliflower puree and pickled cauliflower

Chef Mikel Anthony

Cauliflower power! Chef Mikel Anthony's lightly seasoned, lean and clean Aussie lamb loin finds a perfect mate in an array of colorful cauliflower, some pickled, some pureéd.



Burnt winter soup

Chef Sophina Uong

A little bit of tableside theatre goes a long way, like the jasmine tea brodo in Sophina Uong's Burnt Winter Soup with charred vegetables and Aussie lamb.



Sustainability

For Aussie beef, lamb and goat producers, care for animals and the environment are at the core of what we do. Because so much of our livestock are raised on pasture and natural grasslands, care for the land is critical to our success around the globe. And that care extends from the paddock all the way to the plate, in how generations of family farmers seek to continuously lessen our impact on the planet at every stage of the process.

We continually invest in research to better understand and improve our environmental performance. We've already seen a 65% reduction in water use, and 14% reduction in greenhouse gas emissions intensity. Most recently, the Australian beef industry has committed to becoming carbon neutral by 2030 – a first among beef producing countries. Operators here in the US who have chosen Aussie grassfed beef for their supply chains are taking notice:

"We choose Aussie grassfed beef for our clients for lots of reasons – flavor, quality, consistency above all, but the sustainability and animal welfare aspects are increasingly important, too. Aussie beef already has an excellent sustainability story, and this news just validates it further and shows their commitment." – Gerard Bertholon, Chief Strategy Officer, Cuisine Solutions.

Consistent quality at volume

The Meat Standards Australia system was designed with consumer taste and preference at its core. foodservice.

Australia is the largest exporter of pasture-raised lamb and grassfed beef to the United States, with ample and consistent supply all year-round for the needs of high-volume foodservice operators. Whether your goal is high marble score wagyu or never-ever grassfed beef and lamb, there is a program in Australia for you.

Food safety

From paddock to plate, 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 Australian beef and lamb sent to market. Australia's animal health status is the highest in the world. Australian livestock are free of many diseases that exist in other parts of the world, and programs have been in place for decades to maintain our superior standing.



Lamb loin tartare with roasted beets

Chef Scott Cannon

This dish from Chef Scott Cannon is an exposition in color and flavor, with Aussie lamb loin, beet puree, shaved beets and a poached egg painting the plate.

Aussie lamb scrumpets with pea puree and beets

Chef Shannon Whitmore

Scrumpets are a traditional pub food in the UK, basically a braised meat that's chilled, breaded and fried. Chef Shannon Whitmore uses Aussie lamb necks and an elegant presentation to up the eye and flavor appeal.



Halal

Australia is a trusted supplier of halal beef and lamb to Muslim markets around the world, from the Middle East to Southeast Asia. All lamb and much of the grassfed beef that comes to the US is certified halal.

Aussie lamb loin with koji salt, hijiki buttered cabbage and grilled bone jus

Chef Brad Kilgore

Chef Brad Kilgore of Miami's Alter shows just how far Aussie lamb can go in fine dining. It's an exercise in precision, and an exposition on umami flavors with Aussie lamb.

Wagyu shabu shabu with super grain gochujang

**Chefs Chris Greve, Kevin Ryan
and Jamie Evanoff**

Gorgeous marbling makes this Aussie wagyu shabu shabu a showstopper and a beef broth fortified with vegemite and soy sauce dials up the umami.



Culinary support

True Aussie Beef & Lamb is here to support you with culinary training for your team, or menu development to help you get the most out of Aussie grassfed beef and lamb in your daily operations. We'd love to bring a little Down Under spirit to your menu!

Kimono Lamb Burger

Chef Jeff Hamblin

The "kimono" on this lamb burger is the nori wrapper, adding flavor and texture.



Aussie grassfed beef "anticucho" skewers

Chef Aaron Brooks

Chef Aaron Brooks' take on a Peruvian classic swaps Aussie grassfed hanger steak for the traditional beef heart, and focuses the aji chile flavor on a right-sized portion for the bar or starter menu.



Aussie lamb bolognese

Chef Conor Hanlon

Bolognese is known the world over as supremely satisfying comfort food in any context. How to take it up a notch? Use Chef Conor Hanlon's approach with pasture-raised Aussie lamb as the protein.





Seared culotte with
squid ink demi, miso
glazed potatoes,
roasted mushrooms,
bokchoy

Chef Scott Cannon

Chef Scott Cannon's squid ink demi and miso-glazed potatoes add drama and umami to the plate, complementing the pure beef flavor of Aussie grassfed culotte steak.

Grassfed Aussie beef sous vide in grassfed butter

Chef Jason Fullilove

Chef Jason Fullilove's sous vide technique maximizes the natural flavor of grassfed Aussie striploins, adding richness and easy pickup to a simply gorgeous-looking plate.



For menu inspiration or to learn about
the quality and sustainability of
Australian grassfed beef and lamb, visit

www.trueaussiebeefandlamb.com

For more information, contact Catherine Golding on
cgolding@mla.com.au



[/aussiebeeflamb](#)



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Foodservice Connects: Facebook Group.
True Aussie Beef and Please join us in
our private Chef's Only