

VALUE & VERSATILITY

Menu-ready ideas with
lamb and grassfed beef



What's inside

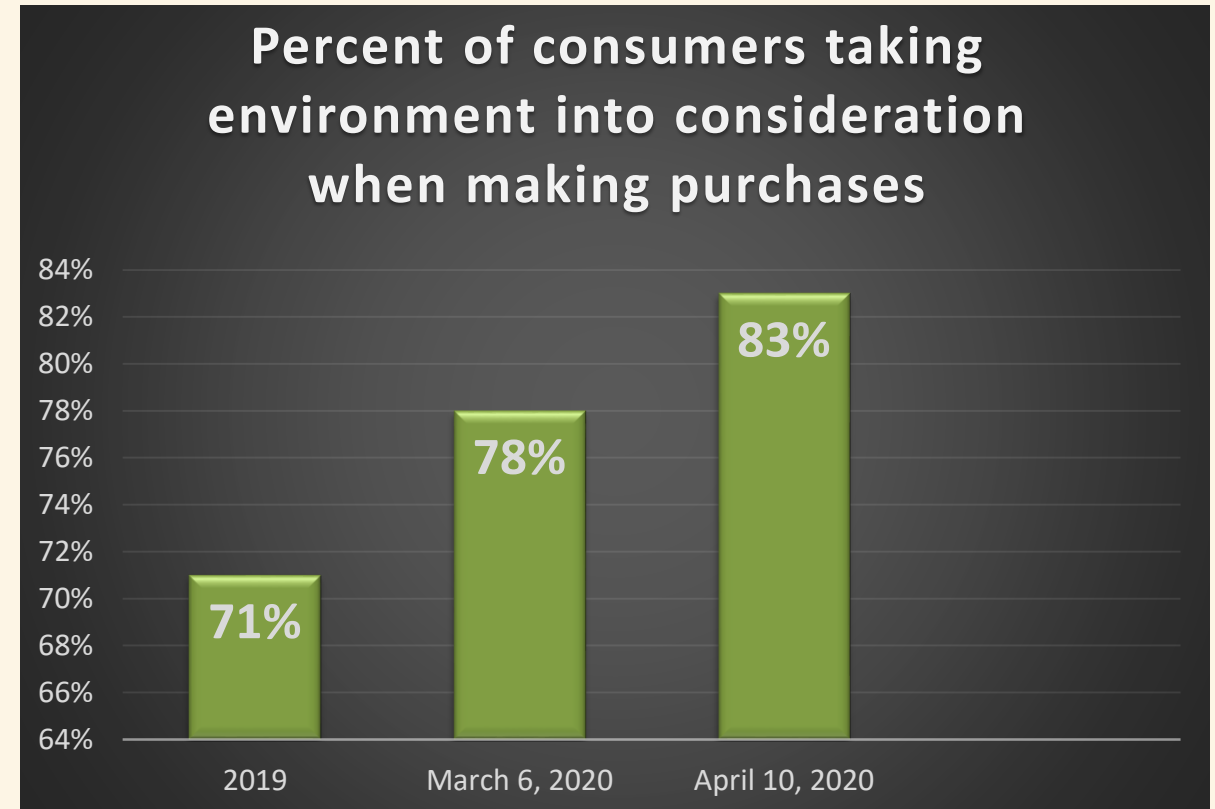


- [Consumer insight: grassfed meats & sustainability](#)
- [Under 7s: menu ideas with food costs under \\$7](#)
- [Ready to go – ideas built for takeout/delivery](#)



YES, consumers still care about sustainability

“I take the environment into consideration when making purchases” - increased during Shelter-in-place



Grassfed meats are growing

Grassfed meat fits consumer interests in health, sustainability, transparency

78%

78% of consumers are aware of grassfed beef

56%

56% of consumers have purchased grassfed beef



Operator sentiment

68%

Believe their grassfed
beef program is very/
extremely successful
(98% successful to some degree)

WHAT DEFINES SUCCESS?

Patron Satisfaction
Impact on Operator Image
Value of Sustainability Story

Menu Matters, 2020



Operator sentiment



47%

Believe grassfed beef
is very/ extremely
important to their
patrons

(94% important to some degree)

TARGET PATRONS

Concerned with Environment

Younger

Higher Income

Willing to Spend More for Quality

Menu Matters, 2020



Under \$7

.....

A common thread of affordability, dynamite presentation, bold flavor and, of course, deliciousness, all at a food cost designed to be profitable from \$1.25 to \$6.95



**AUSSIE GROUND LAMB
AND MOJO TACO**
Chef Claudette Zepeda



**ESPRESSO RUBBED
AUSSIE STRIP STEAK**
Chef Rena Frost



**AUSSIE LAMB PITA
WITH HARISSA AIOLI**
Chef Renee Scharoff



**AUSSIE LAMB
KLEFTICO**
Chef George Pagonis

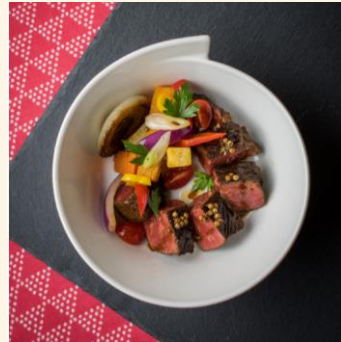
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Ready to go

Menu ideas for the moment,
with comfort-food appeal
and built for
takeout/delivery formats

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Thank you

A horizontal row of small, multi-colored dots in shades of green, yellow, and orange, positioned directly beneath the 'Thank you' text.

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