



BEEF THAT'S TENDER EVERY TIME

When it comes to beef, flavor and consistency are important, but tenderness is paramount. A fabrication process, developed by parent company ABP and honed for more than three decades, ensures that Irish Nature beef is tender every time.

PATENTED ULTRA-TENDER PROCESS

- Most beef carcasses hang by the Achilles tendon.
- Irish Nature beef hangs from the hip, or aitch bone.
- Legs hang perpendicular to the body.
- Minimizes contraction at the onset of rigor mortis.

ELECTRICAL STIMULATION POST SLAUGHTER

- Highly tested & continually refined technique.
- Aids tenderness by rapidly converting glycogen to lactate, thus speeding onset of rigor & stabilizing the meat faster.
- Precisely regulated to achieve the ideal pH level of 5.7 or less for eating quality.

CONTROLLED CHILLING

- Temperature drops gradually over a 48-hour period
- Prevents cold shortening, muscle constriction that toughens meat.

HYPER-STRETCHING

- A controlled method applies a fixed amount of pressure to pull the hindquarter toward the forequarter.
- Promotes tenderness by furthering the breakdown of muscle fibers, especially in the hindquarters & loin.
- Spreads the meat more evenly around the bone, a look that enhances plate presentation.

ANIMAL WELFARE

- Stress-free animals result in higher quality, more tender meat.
- Raised according to EU 5 Freedoms of animal welfare.
- Pastoral life most of the year reduces stress.
- Lairage system (calm environment prior to slaughter) approved by renowned animal welfare expert Dr. Temple Grandin.



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