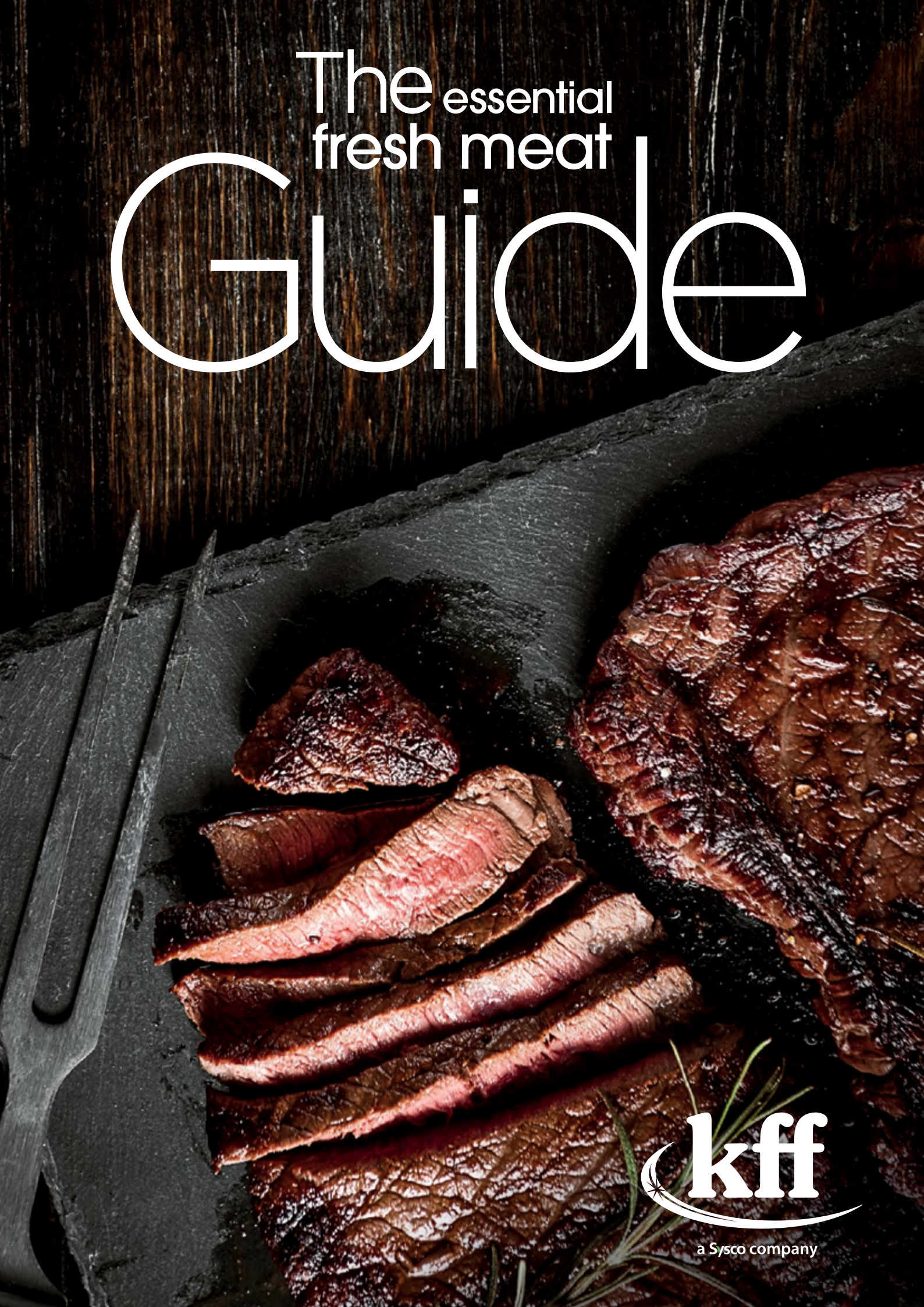


The essential  
fresh meat  
Guide



a Sysco company



# Welcome to our **Fresh Meat** range from your local wholesaler

At kff we never compromise on quality and our **NEW** fresh meat offering is no different. We have teamed up with Block & Cleaver to enable us to successfully offer you the very best butchered meat straight to your door.

Every meat order that goes through kff is cut bespoke just for us, which means we can offer you a daily order of quality meat that your business can be proud of.

Each order will be dealt with by a butchery professional, with the same level of service you have come to expect from kff, your local wholesaler.



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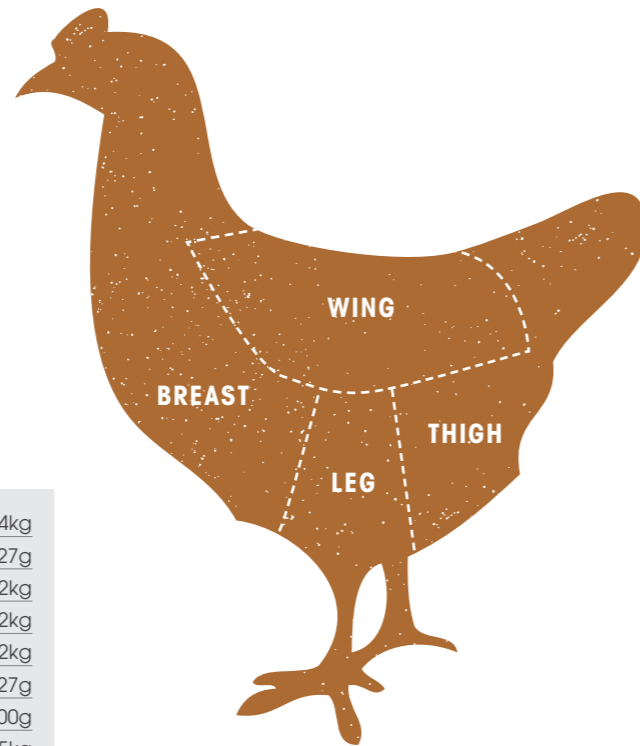


# Poultry

All the poultry we source is from higher welfare farms cross the UK but predominantly in Norwich.

The welfare and hygiene of the chickens is of the utmost importance to kff and Block & Cleaver which is why they are inspected and audited regularly to ensure you receive the highest quality product.

At kff we care passionately about the poultry you order, from its life on the farm right up to the moment it is delivered to your kitchen.



SM0010	Whole Chicken (Medium)	1.2-1.4kg
SM0011	Chicken Supremes	10x200-227g
SM0012	Chicken Wings (3-Joint)	2kg
SM0013	Chicken Thigh Meat (Boneless)	2kg
SM0014	Whole Chicken Thighs	2kg
SM0015	Chicken Legs	10x200-227g
SM0016	Chicken Escalopes	10x180-200g
SM0071	Diced Chicken (50/50)	5kg
SM0082	Turkey Escalopes	10x120-140g



SM0010 Whole Chicken

## The Ultimate Guide to Chicken Cuts



SM0015 Chicken Legs

### Thigh

Possibly the tastiest part of the chicken, thighs are little parcels of tender, juicy meat from the top of the bird's leg. A very popular cut when spoken in the same breath as chicken burgers.

### Leg

This cut purveys a darker meat, fatter but more flavoursome than a piece of chicken breast. We oyster cut our legs to ensure it's mostly meat.

### Breast

Arguably the most popular part of a chicken. It's the leanest cut of the bird and, without the skin, becomes leaner still. Chicken breast can be pan-fried, stuffed, baked, roasted or barbecued. Smaller pieces can be added to stews, pies and more!

### Whole Chicken

Cooking a whole chicken is a wonderful way to retain all the flavours of the bird.

### Wing

The cheapest cut of the bird, chicken wings, are absolutely fantastic to eat with your hands! They come on the bone and when roasted, grilled or barbecued, their skin becomes crispy and delicious.

### Escalope

An escalope is a piece of boneless chicken fillet that has been thinned out using a mallet or rolling pin or beaten with the handle of a knife, or merely butterflied. The mallet breaks down the fibres in the meat, making it more tender. But the thinner meat cooks faster with more moisture loss.



SM0011 Chicken Supreme

### Supreme

In catering, the term "chicken supreme" is used to describe a chicken breast with the inner fillet attached, the skin on and the wing bone left on.

If you need any further guidance on the right cut for you and your business drop us a note, we're more than happy to help!





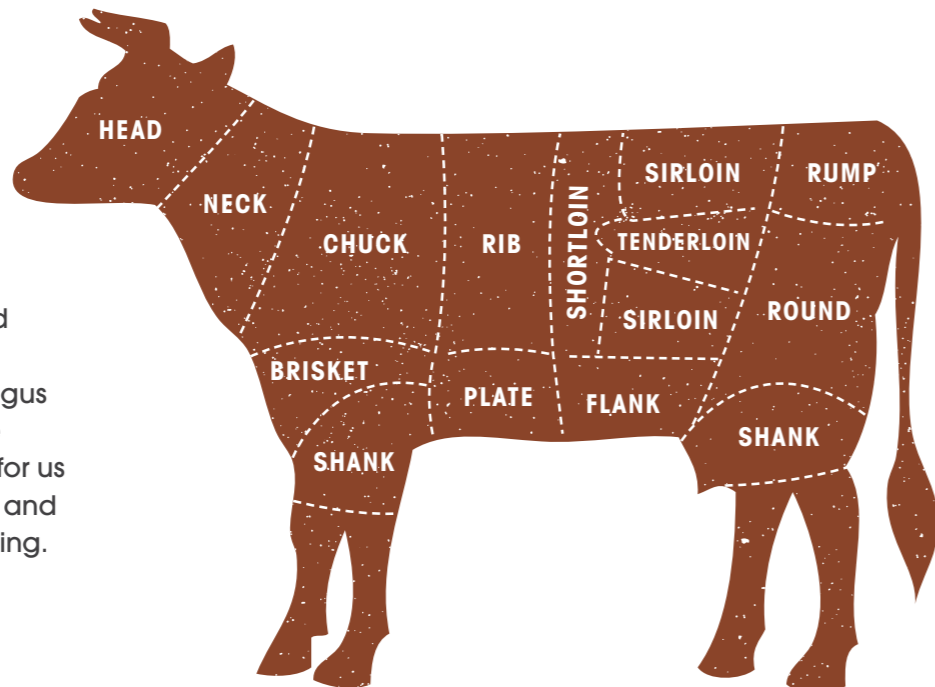
We create each burger recipe to an exact formulation which is repeated every time, **consistency and quality** is what makes our burgers the best!

SM0045 Beef Burgers

# Beef

All our beef is hand selected and chosen from choice UK and Irish farms and abattoirs, sourcing Angus and Charolais breed beef. These cattle are graded and selected for us to ensure their quality, uniformity and yield for both steaking and roasting.

Our skilled butchers hand select beef to butcher the best quality products for you.



**New**

SM0043	Beef Mince	2kg
SM0044	Beef Striploin	5-7kg
SM0045	Beef Burgers (Fresh)	12x180g
SM0046	Beef Rib Eye	2.2-2.5kg
SM0048	Beef Rump	4-6kg
SM0050	Diced Beef Chunk	2kg
SM0051	Beef Topside Rolled	2-3kg
SM0052	Beef Brisket Rolled	4-6kg
SM0076	Bavette Steak	5x112g
SM0096	Chateaubriand	2x550g
SM0097	Beef Fillet Tails	1kg

SM0103	Rump Steaks 6oz/180g	1x5
SM0104	Rump Steaks 8oz/240g	1x5
SM0105	Rump Steaks 10oz/300g	1x5
SM0106	Rib-Eye Steaks 6oz/180g	1x5
SM0107	Rib-Eye Steaks 8oz/240g	1x5
SM0108	Rib-Eye Steaks 10oz/300g	1x5
SM0109	Sirloin Steaks 6oz/180g	1x5
SM0110	Sirloin Steaks 8oz/240g	1x5
SM0111	Larder Trim Fillet Steaks 6oz/180g	1x5
SM0112	Larder Trim Fillet Steaks 8oz/240g	1x5
SM0113	Beef Burger 4oz/120g	1x6
SM0114	Beef Burger 6oz/180g	1x6
SM0115	Beef Burger 8oz/240g	1x6

## The Ultimate Guide to Beef Cuts

### Striploin

Striploin used to cut sirloin steaks comes from the short loin of the cow (the portion of the back behind the ribcage). This moderately expensive cut is prized for its excellent marbling and bold beef flavour, used for pan searing and grilling.

### Rib-eye

Rib-eye is fast becoming one of the most popular steaks around thanks to its incredibly rich, beefy flavour. It is cut from just above the ribs, an area which does little work and makes rib-eye exceptionally tender.

### Fillet

Still regarded as the king of all steaks, fillet is a prime cut that tends to be associated with grand celebratory dishes, due in part to its high price. It comes from the lower middle of the cow's back and does the least work of all the beef cuts, making it incredibly lean and tender.

### Chuck

Quite often sold as braising steak, chuck comes from around the shoulders and is sold pre-diced to be used in certain dishes. Because it has a good fat and tissue content which needs to be broken down, chuck steak is usually used in stews, casseroles or pies, which are cooked low and slow.

### Brisket

Beef brisket comes from the chest area between the shoulders of the cow, which means it's a working part of the animal and moves around quite a bit during its lifetime. It also has a large amount of fat which is marbled throughout and adds bags of flavour to the meat. Traditionally, brisket is slow-roasted in the oven until the meat is falling apart.

### Rump

Another classic steak cut, rump is at the opposite end of the spectrum to fillet. What it lacks for in tenderness, it more than makes up for in flavour. Cut from the backside of the cow, it's a muscle that's used quite a bit during the animal's life, which means it's tougher than other 'prime' steaks. However, it is still tender enough to be fried quickly and served rare (if desired). Rump steaks are also a good choice when making kebabs or skewers, as it takes on marinades very well and can hold its own against stronger flavours. It can also be sliced very thinly and used in stir-fries or Asian dishes, which require very fast and hot cooking.



SM0051 Beef Topside Rolled

### Topside

Topside is quite similar to silverside and comes from the inner thigh of the cow. It is sold as a roasting joint and almost always has a layer of fat secured to it which will baste the meat while cooking. Because of the low fat content in the meat itself, topside can be roasted and served rare whilst remaining nice and tender. Known as an 'easy to carve' roast, topside is incredibly simple to cook and serve. It also doesn't require low and slow cooking, so is perfect for a Sunday Roast option.

If you need any further guidance on the right cut for you and your business drop us a note, we're more than happy to help!

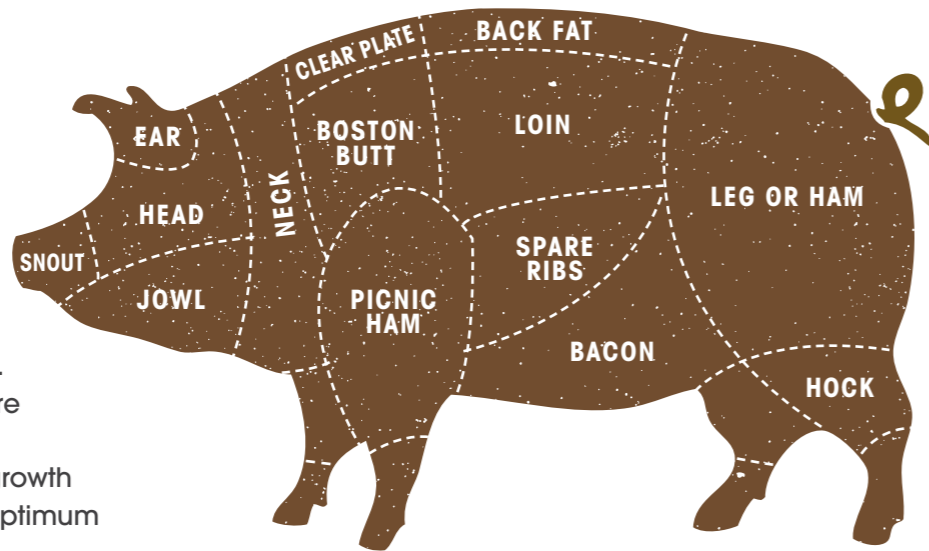


# Pork

All the pork we supply our customers derives from the UK, mainly from the Essex County. On these farms the young pigs are fed with a highly nutritious creep and weaner diet to encourage growth and enhance gut condition for optimum health and happiness.

Growing pigs are housed in social groups with free access to well strawed, tented lodges which are nice and snug in winter and cool in summer in a large paddock area overlooking the River Alde and its estuary.

Straw is gathered at harvest from numerous local farms in order to provide nice warm bedding of a manipulable material with which the pig can play or chew and only the most suitable breeds are used to guarantee quality and flavour.



SM0019	Pork Mince	2kg
SM0020	Pork Loin (Boned & Rolled)	3-4kg
SM0021	Pork Shoulder Diced	2kg
SM0023	Pork Escalope	10x180-200g
SM0025	Pork Belly (Boned & Rolled)	4-6kg
SM0030	Leg of Pork (Boned & Rolled)	3-4kg
SM0101	Pork Cumberland Sausages 8's	1.5kg
SM0102	Meaty Pork Sausages 8's	1.5kg

SM0025 Pork Belly (Boned & Rolled)



## The Ultimate Guide to Pork Cuts



SM0030 Leg of Pork (Boned & Rolled)

### Pork Escalope

Lean and flavoursome, they're ideal to dip in breadcrumbs for schnitzel, or simply to quick fry.

### Pork Leg

Although any cut of pork can be cured, technically speaking only the back leg is entitled to be called a ham. Legs when used fresh, are usually cut bone-in for roasting, or leg steaks can be cut from the bone.

### Pork Belly

A fatty, but incredibly tender cut of meat, the belly is delicious when slow-roasted. It's also used to make streaky bacon.

### Pork Loin

Cuts from the pork loin are the leanest and most tender pork cuts. Boneless will produce a loin steak the equivalent of a sirloin steak. Boned and rolled is a popular roasting joint too.

### Pork Shoulder

Pork shoulder is a triangular cut from the area just above the front leg of the pig. The shoulder is flavourful especially around the ribeye area but there is less fat marbling in the surrounding areas and the meat will be tough unless cooked correctly.

If you need any further guidance on the right cut for you and your business drop us a note, we're more than happy to help!



# The Ultimate Guide to Lamb Cuts



SM0055 Leg of Lamb (Boned & Rolled)

## What is Boned and Rolled

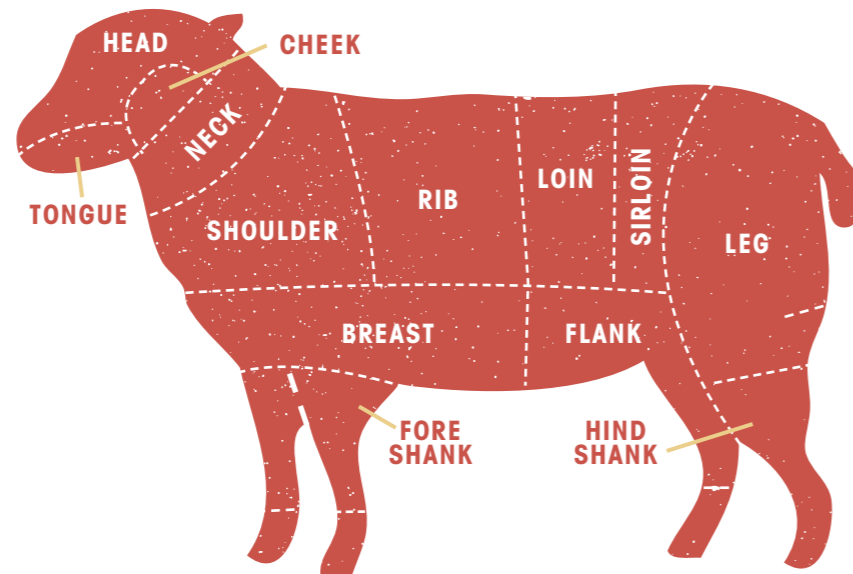
The butcher will remove the internal bones along with any excess fat and gristle. They will then roll up the joint and tie it using traditional methods, so it becomes an easy-to-carve joint.

# Lamb

It's a known fact that lambs are best reared on meadows rich in grass and clover, yielding dark, close-textured meat, so we only use farms who share our passion for non-intensive farming and have total control of their animal's welfare.

All of our lamb is sourced using abattoirs based in Kent and the surrounding Sussex and Surrey areas which are home to superb farms and farmers.

We select only the finest lamb which conform to a set specification of grade and size to ensure that uniformity in produce and great eating tenderness is guaranteed.



SM0053	Lamb Mince	2kg
SM0055	Leg of Lamb (Boned & Rolled)	2-2.5kg
SM0057	Lamb Shoulder (Boned & Rolled)	2-2.5kg
SM0058	Best End of Lamb (2 x Racks)	2x700-800g
SM0062	Diced Lamb Shoulder	2kg
SM0064	Lamb Loin Chops	10x112-140g



SM0064 Lamb Loin Chops

## Leg

Nothing sets up a classic family Sunday roast quite like a succulent roast leg of lamb. The leg meat is not only full of rich, bold flavour, it's also very lean. Roast your room-temperature lamb leg with chopped rosemary, lemon zest and olive oil to make a meal worth remembering.

## Shoulder

The lamb shoulder can offer flavours that almost no other can. When slow cooked, this cut is utter perfection, and although carving is tricky, it's well worth the rewards.

## Diced Shoulder

Similar to diced leg, but with extra fat to stop the meat from drying out. Perfect for tagines, stews and casseroles.

## Loin Chops

Loin chops are slightly leaner than rib chops and lack the rib bone. The eye of a loin chop is a bit larger than a rib chop and usually includes a medallion of tenderloin (like a tiny T-bone steak). Loin chops are excellent grilled, broiled and sautéed, and are also best enjoyed cooked rare to medium-rare.

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