

Tasmanian beef launched in Sunshine State

Tasmanian beef processor Greenham has signalled an assault on the Queensland restaurant market with the launch of its Cape Grim brand at Brisbane's Restaurant 2 this week.

The event was hosted by Greenham Tasmania managing director, Peter Greenham, and attended by well-known chef Neil Perry of the Rockpool restaurants in Melbourne and Sydney along with Meat & Livestock Australia representatives Stephen Pocock and Greg Butler.

Cape Grim Natural Tasmanian beef is a premium grass fed product grown by the company's accredited farmers and subject to a rigorous selection process and MSA grading. It typically ranks in the top four of the 18 MSA grades.

Mr Greenham said that in accordance with Tasmanian law the meat is completely free of hormone growth promotants. "To meet our selection criteria it also has to be free of antibiotics and no feed containing genetically modified organisms is allowed.

"We use only British breed cattle. The meat is naturally marbled for maximum juiciness. Tasmanian pastures are amongst some of the best in the world. The state has an exceptionally clean environment and abundant rainfall. Cattle grow very quickly in those conditions and produce really tender meat.

"And we take only the very best of the best for the Cape Grim brand. When diners see Cape Grim beef on a menu they can be assured of getting what is probably the best beef available in Australia," Mr Greenham said.

Inspiration for the brand comes from Cape Grim on the very northwest corner of Tasmania where a monitoring station captures what is reputedly the world's most pure air blowing in across thousands of kilometres of empty Southern Ocean.

"Cape Grim is really emblematic of what Tasmania is about - pure air and water producing healthy cattle in a pristine environment," Mr Greenham emphasised.

One of the guests at the launch has first-hand experience of Cape Grim's potential. Kirk McDermott from Harrigan's restaurants on the Gold Coast has been using Cape Grim scotch fillet for the last three months.

"We haven't had a single complaint. The only exception is when we have slightly overcooked it simply because it's so tender. We've had to teach ourselves how to cook steak again. The traditional touch test doesn't work - we now do it by time.

"The tenderness has just blown us away. It really is a top taste. I'm just disappointed that I didn't know until tonight that there are other cuts in the range. We'll certainly look at broadening our selection.

"There are three hotels in our group and we all love the product. I have to remind the others that I did the hard yards and found Cape Grim. You wouldn't think that listening to them," Kirk laughed.

Mr McDermott complimented Greenham Tasmania on the promotional material that supported the brand. "The little table talkers tell the story. I was never a fan of using this sort of stuff in a restaurant but people do really appreciate knowing where their food comes from. I've had to change my mind - the company is definitely on the right track.

Cape Grim beef is distributed in Queensland by Bidvest (restaurants) and Platinum Prime (butchers). Mr McDermott praised Bidvest for making the product available. "I can't speak highly enough of them. They saw the potential and got on the ball and ran with it. It has to be good for the restaurant trade in Queensland."

Mr Greenham said the product had gained wide acceptance in the southern states and he expected a similar result in Queensland. "My family has been in the meat game for six generations. We know good meat when we see it. We've known Tasmanian beef was really something special since we started operating there a few years ago. It was just a matter giving it the proper promotion."

More information is available at www.capegrimbeef.com.au.

Further information: Peter Greenham 03 9644 6500