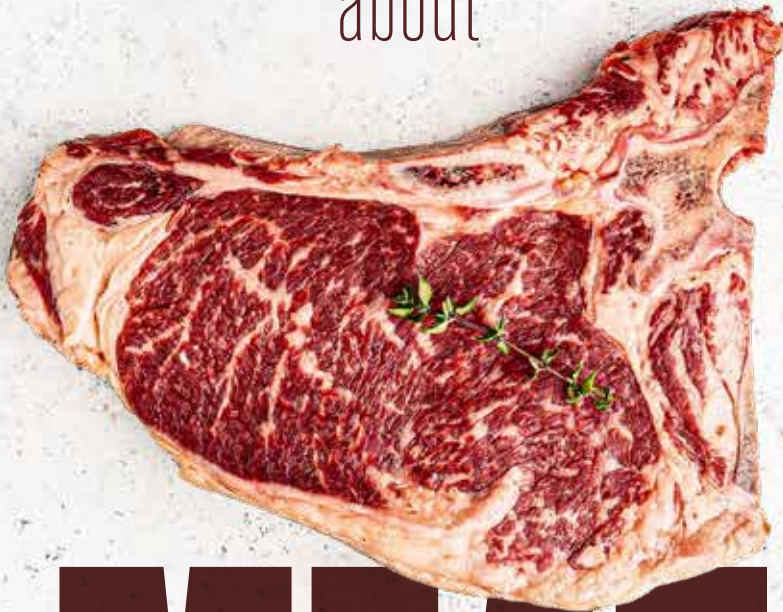


let's talk



about



MEAT



 **BUTCHERS
PRIME**
IRISH ANGUS BEEF

 **BUTCHERS
SELECT**

**SIMPLY
MEAT**

MUSGRAVE
MarketPlace



MUSGRAVE
MarketPlace &

KEPAK

a partnership

with common values and passion



SOURCED

From 100% Bord Bia quality assured Irish farms that are committed to animal welfare.

TRACEABILITY

Plate to gate traceability for maximum transparency and source verification.

LOCATION



4 strategically located abattoirs in the heart of Ireland where production is concentrated to reduce transport times and stress on the animals.





Gerard Cooper and
Son Eoin from
Kinnity Co. Offaly

LOCAL, IRISH, FAMILY OWNED, SUSTAINABLE, PLATE TO GATE TRACEABILITY.



2 Irish, family owned businesses sharing
expertise and knowledge to deliver
unmatched quality and consistency.

You can rely on the experts

We have been supplying many leading restaurants and hotels on the Irish Foodservice market with fresh meat since 2006 including the Farnham Estate in Cavan, Kilronan Castle Estate in Roscommon, Heights Hotel in Killarney and the Rochestown Hotel in Cork.

We supply Foodservice restaurants, pubs and businesses in Ireland with over 2700 metric tons of beef each year.

- **22,000** Irish steaks per week.
- **34,000** Servings of Irish Top Rib per week.
- **10,000** Servings of Irish banqueting Striploin per week (weddings).

Our reputation for going the extra mile to provide our customers the service levels they require is the epitome of who we are.



SPECIALISTS



Tim Wilson

tim.wilson@musgrave.ie
Meat Specialist
07796863661

With over 25 years industry experience, ranging from chef to sales developer, Tim is an expert when it comes to meat products.

Tim works closely with suppliers to grow our offering to make Musgrave MarketPlace the 'go to' for your Meat products, and has already added some key lines that have increased our stature in both range and pricing.

He is excited to put his skill set to use to help you find the best products to suit the needs of your business.

Don't hesitate to get in touch with Tim with any questions you may have.



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Lisburn
07718248614

KEPAK our quality & service

Consistency

Products cut to your specification in our dedicated butchering room for consistency in size and shape every time.

Security of Supply

The strength behind the Musgrave Group and our supplier partnerships ensure preferential supply when meat becomes scarce. Unlike our competitors, Musgrave MarketPlace boasts seven branches in Ireland, ensuring there is not only meat available in our warehouse but also in all of our branches.

Quality

At Musgrave MarketPlace we use the principles of HACCP to ensure and validate quality and consistency. Our Development Chef also selects random stock to weigh, measure and taste every month; we call this QHACCP.

Fair

Consistent, sustainable and fair pricing throughout the supply chain.

Logistics

State-of-the-art logistics and facilities that allow nationwide delivery.

Innovation

Innovation, product development, and sustainability are at the core of what we do.



3 tiers to choose from

delivering the best solutions
to support your business.

1

 **BUTCHERS
PRIME**

Angus

- Certified by the Irish Angus Producer Group for quality and consistency.
- Sourced from 100% Bord Bia approved Irish farms.
- Hand selected, hip hung and matured for 21 days.
- Fully traceable and certified.

2

 **BUTCHERS
SELECT**

- Premium quality, consistency and taste without the breed specific price.
- Selected from the top 6% of Irish Steers and Heifers and sourced from 100% Bord Bia approved Irish farms.
- Hand-selected, 21 days aged and Foodservice specific trim.

3

**SIMPLY
MEAT**

- Excellent value for quality meat that will perfectly suit slow cooking methods.
- We can cater for extended grades to allow you to add value with higher profit margins.





PRIME TIER

CUSTOMER TESTIMONIAL:

66



I order the Butchers Prime Irish Hereford Sirloin and find it to be of remarkable flavour, tenderness, succulence and always delivered as per my exact specs. The confidence of having the quality and consistency in size and specifications is key for running a successful kitchen.

- Django Getsee
Farnham Estate

99



ANGUS



Our Butchers Prime Irish Angus Beef is certified by the Irish Angus Producer Group that ensures the quality & consistency of our beef and is guaranteed 100% Irish Angus through DNA traceability.

Known worldwide for higher levels of marbling which deliver superior taste, succulence, flavour and is hand selected, hip hung and matured for 21 days.



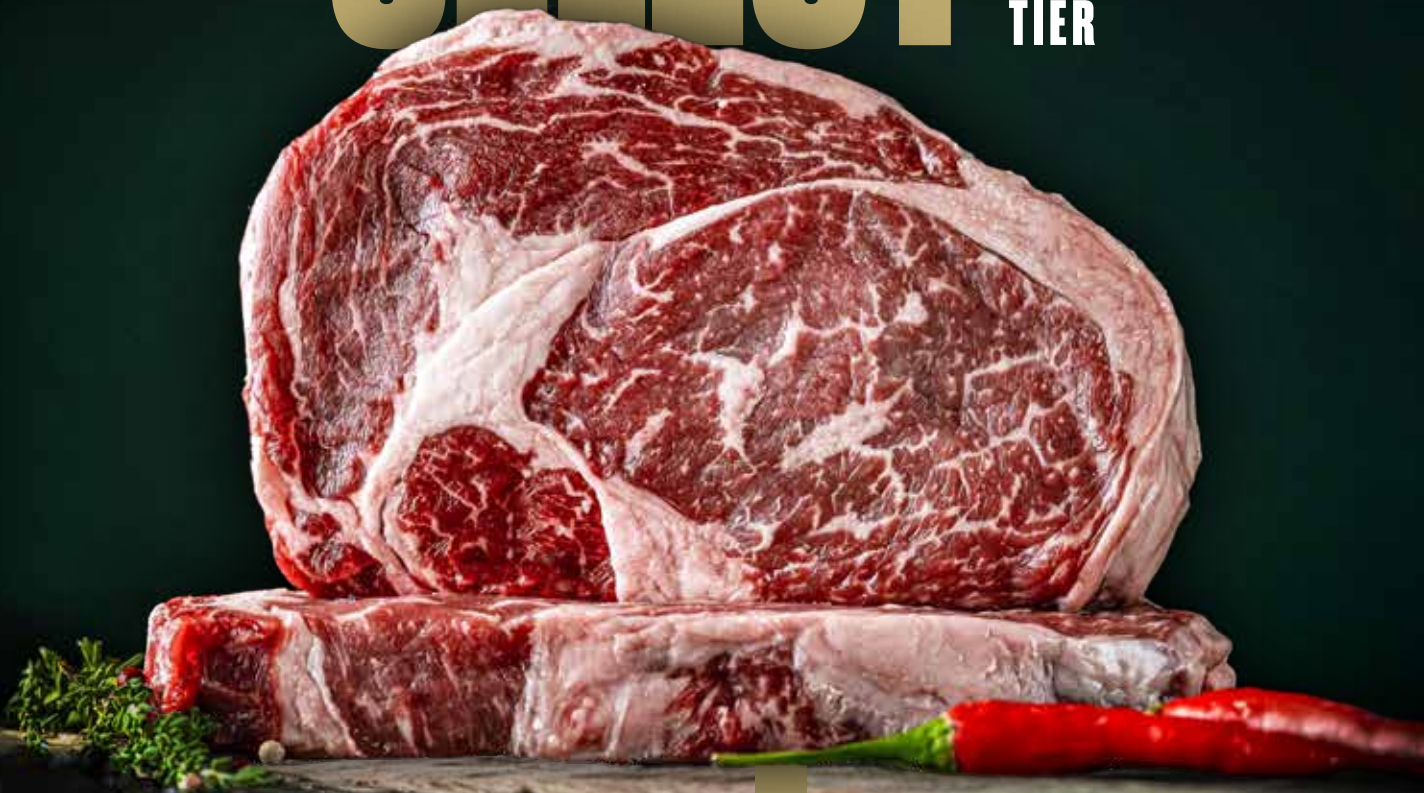
Exclusive rewards for Angus Customers

Contact your BDM for more information on how to receive your **exclusive Butchers Prime** plaque and merchandise.

**BUTCHERS
SELECT**

SELECT

TIER



BUTCHERS SELECT

Premium quality without the breed specific price



Selected from the top 6% of cattle, traditionally hip & hung on the bone to guarantee tenderness and chilled and aged for 21 days for the best flavour.

Our Butchers Select cuts go through a slow chilling cycle to aid maturation & prevent cold shortening and over 25 product quality checks are performed to ensure consistency. Independently verified for Quality & Taste by the Teagasc.

CUSTOMER TESTIMONIAL:

Having used Musgrave Marketplace for a number of years the Butchers Select Range always matches my expectations and the requirements of the restaurant. To be able to offer Quality Irish beef is important. This along with the support of my Rep gives me confidence in the products and brand.



- Declan Walsh
Gowdys of Down Royal

MEET THE WINNERS

Gold medal for Butchers Select Ribeye Steak at the World Steak Challenge 2021.

Gold Award for Butchers Select Sliced Rump Steak Sandwich at the Blas na hÉireann Irish Food Awards 2021.

- **Blas na hÉireann 2017 -- Gold**
French Trimmed Lamb Rack
- **Blas na hÉireann 2017 -- Gold**
Butchers Select Fillet 8oz
- **Blas na hÉireann 2018 -- Silver**
French Trimmed Lamb Rack
- **Blas na hÉireann 2018 -- Silver**
Butchers Select 9oz Feather Blade Steak
- **Blas na hÉireann 2018 - Bronze**
Butchers Select 10oz Ribeye Steak



**SIMPLY
MEAT**

SIMPLY TIER



SIMPLY MEAT

Quality products at a highly competitive price



We also cater for extended grades with our Simply Meat range which is a quality product at a highly competitive price. This range is particularly suitable for slow cooking methods and offers excellent value cuts of quality meats, where the value you add will deliver higher profit margins.

CUSTOMER TESTIMONIAL:

Having used Musgrave Marketplace for a number of years I have seen the expansion of their Simply Meat range to offer great value and cost effective cuts especially in a time of every increasing costs. The Rep and Specialist have always been forthcoming with ideas and alternate cuts of meat to maintain my margin while providing a quality product. The brand consistency gives me great confidence in the products I am buying.



- **Niall Devlin**
Villa Vinci - Cookstown



by **Clément Pavie**
Head Development Chef

Slow Cook Beef Oxtail

"Slow cooking is a great way to counteract staff shortages, it cooks away without you!

It will give you better margins using cheaper cuts while reducing waste... it also gives the best stocks!"





CHEFS CUT FINDER | BEEF

Use this guide to help identify the best beef cuts to use for the most common Foodservice applications.

STARS * / **** IDENTIFY TENDERNESS, FLAVOUR. X IDENTIFY THE COOKING METHODS FOR THE PRODUCT.												
	Tenderness	Flavour	Stewing	Stroganoff / Stir fry	Value Steaks	Premium Steaking	Roast Beef (Premium)	Roast Beef (Value)	Slow Cook	Steak Sandwich	On The Grill/BBQ	Sous-vide
Forequarter Cuts												
Toprib/LMC/Housekeepers	**	**						X				
Featherblade Primal	**	***						X	X			
Featherblade Steaks	**	***			X							X
Brisket	**	***	X						X		X	
Jacobs Ladder	**	***							X			
Chuckroll	**	***						X	X			
Rib Cuts												
Cube Roll (Ribeye)	****	****				X					X	
Ribeye Steaks	****	****				X					X	
Tomahawk Steak	****	****				X					X	
Loin Cuts												
Striploin Primal 5-7kg	****	***				X					X	
Striploin Primal 8-10kg	****	***					X					
Striploin Steaks	****	***				X					X	
T-Bone Steak	****	***				X					X	
Diamond End Steak Sandwich	****	**				X				X		
Fillet Primal	****	***				X						
Fillet Steaks	****	***				X					X	X
Fillet Tail	****	***		X								
Rump/Sirloin												
Rump Heart Steaks (Tournedo)	***	***		X	X	X						X
Full Rumps	***	***				X						
Rump Steaks (Rump Cap)	***	***		X							X	X
Tied Rump Primal	***	***			X					X		
Rump Shavings	***	***		X	X							
Round												
Eye of Round	**	**						X				
Silverside Flat	***	**						X				
Topside Pad	***	**						X				
Flank												
Flank Steaks	**	***		X					X			X
Other												
Minced Beef	N/A	***	X									
Burgers	N/A	***									X	
Diced Beef	**	***	X						X			
Beef Cheek	**	***							X			X



Ribeye STEAK

Also Known As

- Cote de Boeuf
- Rib Steak
- Delmonico Steak



Cut Description

The Ribeye is carved from the primal section called the Beef Rib. It falls between the chuck (shoulder) and the loin, and spans from ribs six through ten. This section of the animal naturally collects more intramuscular fat, creating the beautiful white lines of fat – the fantastic marbling unique to the Ribeye.



Our Product Spec

Cube Roll wrapped tightly in cling before slicing steaks. Max 20mm fat at any point when measured across steak. Ends are squared and Ribeyes sliced. Fat may be greater than 20mm at one diameter in the centre but can not be greater than 20mm at both.



Musgrave Code	Description	Pack	Unit
110073	Butchers Select Rib Eye Steak 8oz	5	5 Pce
107361	Butchers Select Ribeye Steak 5x10oz	5	5 Pce
438893	Butchers Select Cuberoll	1	1Kg
443864	Black Angus Beef Cube Roll (Average Weight 2.7kg)	1	1Kg
757721	Black Angus Beef Rib Eye 8oz/227g	5	5 Pce



Cut Description

The Striploin is carved from the primal section of the loin. It falls between the cube roll and Sirloin Rump, and spans from ribs 10 through 13. This section of the animal is the most tender and possess a generous surrounding of fat for flavour therefore making it Ireland's favourite steak.



Our Product Spec

Trim 40mm of flank from edge of eye. Consistent fat cover – maximum 10mm on surface. Remove Back strap 25mm, remove loose chain muscle on rib end to minimise the rib eye effect. Underside must be trimmed of all excess fat and gristle. Remove diamond, loose muscle at rib end and rump end removed. Ends must be squared off.



Striploin STEAK

Also Known As

- Sirloin Steak
- Club Steak
- New York Strip
- Boston Strip



Musgrave Code	Description	Pack	Unit
452107	Butchers Select Half Striploin	1	1Kg
786491	Butchers Select Prime Striploin 7kg	1	1Kg
650128	Grain Fed Roasting Striploin 8+	1	1Kg
443862	Black Angus Beef Striploin (Average Weight 6.15kg)	1	1Kg
743116	Butcher Select Striplion Steaks 7oz	8	3 Pk
660783	Butchers Select Striploin Steak 8oz	5	5 Pce
660785	Butchers Select Striploin Steak 10oz	5	5 Pce
566500	Black Angus Beef Striploin Steak 10oz/283g	5	5 Pce
757715	Black Angus Beef Striploin 8oz/227g	5	5 Pce



T-Bone STEAK

Also Known As

- Porter House Steak
- Kansas City Strip



Cut Description

The T-Bone is cut from the zero rib loin and boasts flavour from the bone and Striploin whilst also offering a generous portion of the buttery, succulent fillet.



Our Product Spec

Prepared from a zero rib bone in loin. Steaks cut to weight. Minimum fillet width of 40mm attached from centre of T-Bone. Steak cut thickness of minimum 15mm. Only one diamond end steak per pack, diamond visible from one side only.



Musgrave Code	Description	Pack	Unit
660792	Butchers Select T Bone Steak 16oz	5	5 Pce



Cut Description

The Fillet is cut from the most tender muscle and is the most highly valued part of the carcass. It is low on fat apart from its natural integrated marbling offering a beautiful buttery flavour.



Our Product Spec

Our Fillets are fully trimmed with all fat removed, we fully chase the fat seam at the head to delivery a very high quality butchery specification. We square the tail & head leaving a 30mm diameter before tightly wrapping the fillet barrel. This delivers consistent fillet height between 30mm - 70mm.



Fillet STEAK

Also Known As

- Fillet Mignon
- Fillet Medallions



Musgrave Code	Description	Pack	Unit
103990	Butchers Select 8oz Fillet Steak	5	1135g
660943	Butchers Select Fillet Steak 6oz	5	5 Pce



Côte de Boeuf, Tomahawk,



Cut Description

The Côte de Boeuf, Tomahawk and Mohawk steaks are all procured from the same part of the carcass. They are a Ribeye steak with the bone left on for added succulence and flavour. Our range offers consumers individual and sharing steak options all of which offer theatre and customer satisfaction.



Our Product Spec

Butchered from prime steers and heifers with enhanced marbling traits and creamy white fat. Bones are cleaned and wrapped in bone guard to prevent pack piercing.



STEAK

Also Known As

- Bone in Ribeye
- Cowboy Steak
- French Trim Ribeye



Musgrave Code	Description	Pack	Unit
508346	Butchers Select Tomahawk Steak	1	1Kg

Why not try something different?



With increased beef prices and rising inflation, we anticipate that customers will be more open to other types of proteins, there are plenty of benefits that Pork and Lamb can offer your business.

- **Less expensive.**
- **More versatile.**
- **Can be used as a main or side dish.**
- **Pork contains 18% fat vs 30% in beef.**



CHEFS CUT FINDER | PORK

Use this guide to help identify the best pork cuts to use for the most common Foodservice applications.

STARS * / **** IDENTIFY TENDERNESS, FLAVOUR. X IDENTIFY THE COOKING METHODS FOR THE PRODUCT.												
	Tenderness	Flavour	Stewing	Stroganoff / Stir fry	Value Steaks	Premium Steaking	Roast Beef (Premium)	Roast Beef (Value)	Slow Cook	Steak Sandwich	On The Grill/BBQ	Sous-vide
Pork Rack	***	***									X	X
Pork Loin	***	**										X
Pork Shoulder	***	***							X			X
Pork Belly	***	***							X			X
Pork Strips	***	***		X								
Pork Steak	***	***		X								X
Pork Dice	***	**	X									
Pork Chops	***	**			X							

Hampshire Pork



Local and Sustainable

We selected one farmer from the traditional pig rearing countryside of County Cavan to work closely with us on this single pork farm which is 100% Bord Bia approved.

Our farmer **Luke Bogue** hand mixes his own blend of grains on-site for the Irish Hampshire pork range which assists in the flavour of the meat.



Why Hampshire Pork?

The black and white Hampshire pig is one of the oldest breeds still in existence today with a reputation of being one of the leanest.

- **Specific breed**
- **Naturally less fatty**
- **Single farm provenance**
- **Deeper colour of meat**
- **Superior taste**
- **Tenderness**



Watergrass Hill Lamb

Watergrass Hill Lamb comes from livestock who are free to roam on the rain-soaked grass, green fields and wild natural hills of Ireland. Our unique Irish landscape creates a full-flavoured product that is naturally lean and nutritious.

- Small Irish family-run farms in Co. Meath & Roscommon where animals are free to roam.
- Selected from animals under 12 months with no adult teeth - this ensures the flavour and texture of our lamb.
- Predominantly fed a grass based diet.



CHEFS CUT FINDER | LAMB

Use this guide to help identify the best lamb cuts to use for the most common Foodservice applications.

<p>STARS * / ****</p> <p>IDENTIFY TENDERNESS, FLAVOUR.</p> <p>X</p> <p>IDENTIFY THE COOKING METHODS FOR THE PRODUCT.</p>	Tenderness	Flavour	Stewing	Stroganoff / Stir fry	Value Steaks	Premium Steaking	Roast Beef (Premium)	Roast Beef (Value)	Slow Cook	Steak Sandwich	On The Grill/BBQ	Sous-vide	
Bone In Leg Lamb	***	***											X
B&R Leg Lamb	***	**											X
B&R Shoulder Lamb	**	***							X				X
Diced Lamb	**	**	X						X				
Rack of Lamb	****	***											X
Lamb Rump	****	***										X	X
HQ Lamb Shanks	***	***	X						X				X
FQ Lamb Shanks	***	***	X						X				X

We know you only have time for the best.



Our family values are what help us build successful relationships with Irish businesses.

As our customer, you can trust our team to take pride in not only delivering great product to your door but also quality, consistency, innovation and sustainability without compromise.

After all, that is why we are the leading choice behind so many great chefs in Northern Ireland.

Branch Opening Hours

Lurgan

William Street, Lurgan, BT66 6JD
Phone: 028 38322771

Monday	8:00am – 5.00pm
Tuesday	8:00am – 5.00pm
Wednesday.....	8:00am – 5.00pm
Thursday.....	8:00am – 5.00pm
Friday	8:00am – 5.00pm
Saturday	9:00am – 12:00pm
Sunday.....	Closed

Pennyburn

Pennyburn Ind Est, Buncrana Road,
Derry-Londonderry, BT48 0LU
Phone: 02871 305700

Monday	8:00am – 5:00pm
Tuesday	8:00am – 5:00pm
Wednesday.....	8:00am – 5.00pm
Thursday.....	8:00am – 5.00pm
Friday	8:00am – 5.00pm
Saturday	8:00am – 2:00pm
Sunday.....	9:00am – 1:00pm

Belfast

1/15 Dargan Crescent, Duncrue Road,
Belfast, BT3 9HJ
Phone: 02890 784800

Monday	7.15am – 5.30pm
Tuesday	7.15am – 5.30pm
Wednesday.....	7.15am – 5.30pm
Thursday.....	7.15am – 8.00pm
Friday	7.15am – 5.30pm
Saturday	7.15am – 5.00pm
Sunday.....	9.00am – 5.00pm



All of our fresh beef and lamb is 100% Irish and our partners, KEPAK, have Origin Green Gold membership status and 100% green energy powered sites.

Together we can build a more sustainable future for generations to come by helping to look after the planet we share.

#creatingtomorrowtogether