



EST. 1972

SWISS FARM

THE COUNTRY BUTCHER

BBQ Season

Oh how we've missed you

We're going to get *straight* to the point here.
What you're about to witness is an array of
mouth-watering *BBQ meat*.

Here, you'll see tender *burgers*, succulent
sausages, meaty *ribs*, tasty *chicken* and
steak so succulent, it will melt in your
mouth. And that's just to name a few.

It's our 51st BBQ season, and if you haven't
already guessed, we're excited. Big time.

We've got the *meat*. You grab the *matches*.

And one of these brochures.



Burgers

Beautifully fresh. Totally more-ish.
Sorry about the latter.



Lamb & Mint Burgers

If you like that whole lamb & mint combo, we've got some **bad news** for you - you're probably not going to be able to stop eating these burgers. Rich in lamb. Subtle hints of mint. They're delightful.

Prime Steak Burgers

"The best burger, ever." That was a recent review by a new customer - and we couldn't agree more. They're tender, tasty and made with our famous British steak mince. A staple for all great BBQs.



Cheese & Jalapeño Steak Burgers

What happens when you combine fresh **jalapeños** and **cheddar cheese** with our **prime steak mince**? You get a burger that's spicy, cheesy and perfect sizzled over the flames.





Original Recipe Hamburgers

These hamburgers are part of our **Originals Range**. That means they're so popular, we haven't changed the recipe since 1972. They're soft, tender and made with fresh, British beef and pork.

Original Recipe Jumbo Hamburgers

If you wanted a meaty hamburger when Dot Ridgway founded Swiss Farm **51 years ago**, you had to double-up as there was no jumbo version. Today, however, there is. Same burgers. Just a whole lot bigger.



BBQ Bacon Burgers

As the name suggests, these meaty, pork burgers are made with our **dry-cured bacon** and our smokin' BBQ blend. There's bursts of smoke, hints of salt - a burger for the bacon lovers. So, everyone.





Sausages

Brilliantly British. Bursting with flavour.
Annoyingly hard to stop eating.



Original Recipe Pork Sausages

Have you ever tried eating just one of our traditional pork sausages hot off the BBQ? It's almost impossible. Handily, you can grab 20 for £5.99. Great for big BBQs.

Enjoyed for generations.

Original Recipe Jumbo Pork Sausages

When you get a sausage so tasty like our traditional pork sausage, you don't change the recipe. You can, however, adjust the size - and that's what we've done here. Same great taste n' texture, just **twice the size**.



Flavoured Sausages

Whether you choose **Cumberland**, **Sticky Maple**, **Pork & Leek** or **Bramley Apple**, you're getting sausages which are fresh, made with East Anglian pork and down-right delicious. Luckily, they're also on deal.



Perfect
with our
Sausage
Ketchup

The

£9.99kg

Speciality

Range

Real
ingredients

Natural
skins

Bursting
with flavour

Breakfast

Black Pepper

Firecracker

Sage & Onion

Apple & Ale



Caramelised
Red Onion

Bacon &
Canadian Maple

Lincolnshire

Louisiana BBQ

A whole roasted chicken is shown on a black metal grill. The chicken is cooked to a golden-brown, slightly charred finish. It is positioned upright, with its legs spread apart. A red and white beer can is visible at the bottom, supporting the chicken's body. The background is a blurred green, suggesting an outdoor setting.

Chicken

This is called Beer Can Chicken.
It's exquisite.

100%
English



Plain English Chicken Breasts

There's a few reasons our chicken breasts are **renowned**. They are, for instance, hand-cut off the bone by our master butchers right here at Swiss Farm. They're also wonderfully fresh, 100% English and prepared without added water or salt.

Regular Price

£6.99kg

Bulk Price

£6.39kg

Marinated English Chicken Breasts

Take your taste buds on a **culinary tour around the world** with our range of marinated chicken. Same great breasts, just smothered in our very own marinades.

£8.99kg



100%
Fresh

Plain & marinated Drumsticks

Forget fast-food drumsticks deep-fried in vegetable oil. These are what you want. Meaty, tender and always fresh. Plus, on the BBQ, you get **ridiculously tasty** skin. Perfect for grabbing.



Plain & marinated Thighs

Our chicken thighs, like all our chicken bits, are **hand-cut by our master butchers** from our large English chickens. They're also succulent, flavourful and available in your choice of marinade. Decisions, decisions.



Plain & marinated Wings

It's fair to say we eat a lot of wings over BBQ season - and for good reason - they're delicious. Crispy skin. Tender meat. Flavours from around the world to choose from. It's what BBQ Season is all about.



As used for
Beer Can
Chicken



Large & whole English Chickens

If succulent and ridiculously moist chicken tickles your fancy, you've got try **Beer Can Chicken**. The beer adds a subtle beery-ness to it and makes a cracking option for a fun, family BBQs. And a roast.

Need a *Beer Can Chicken* recipe?

Visit the 'recipes' section of our *website*.

We have one for you.

£4.19kg

Warning. The *next part* of this brochure
may cause excessive drooling.

We are *not liable* for the damage.
But we are the cause.

It's Swiss Farm *steak*.



Steak

Welcome to the world of Swiss Farm steak. Like we just said, try not to drool too much.

SWISS
COUNTRY
with you
a host
STEAK K

Ribeye

Ribeye steak is, perhaps, the **tastiest steak out of the whole range** - and it's to do with the delicious marbling running throughout the soft, tender meat. Season with some salt and pepper. Chuck on the BBQ. And as always, let it rest.



Tomahawk

If you like the sound of Ribeye steak, you'll love our Tomahawks. Why? Because it's **Ribeye steak on-bone**. Not only do you get the rich marbling, you also get an added flavour boost from the bone. Sensational.



Sirloin

Whilst sirloin has less marbling compared to Ribeye, it's still a seriously tasty cut. In fact, it's one of our most popular steaks, and with the combo of taste and texture, it is, as we say, **the ultimate all-rounder**. New to steak? Grab one of these.



Fillet

For many, Fillet steak is the **ultimate steak**. It's beautifully lean, even more tender, and quite literally melts in your mouth. Pair that with the smoky goodness infused from the BBQ, and the result is - well - extraordinary.



T-Bone

Simply mighty. That's how we describe T-Bones to customers, and it's because you get a juicy Sirloin steak on one side of the 'T-shaped-bone', and a mouth-wateringly tender Fillet steak on the other.



Can serve 2.
But that's **not**
what we do.

Rump

Rump has a flavour all to its own - and it's wonderful. Rich in beefy flavour, it's a cut which, by nature, does more work, and thus not as tender as some steaks. But with a bit of prep, it can be. **A favourite for many**.





Flat Iron

We're saving what is arguably the **best value steak** until last - Flat Iron. Quick cooking with layers of marbling throughout, it's a great-tasting option if you fancy a big BBQ with friends and family this season.

Steak *Cooking Guide* 101.

Now and again, we'll have someone tell us they *love steak*, but they're *afraid* to cook it as they don't want to ruin it. Well, if that resonates, you don't need to be worried. Steak perfection on the BBQ is *simple*. Here's how we do it...

1. **Pre-heat** BBQ. If using charcoal, make sure the coals are glowing.
2. **Season** steak with salt n' pepper.
3. **Chuck** on the BBQ & cook over the glowing coals.
4. **Cook** for 6-8 mins, turning over half way. That's for medium-rare.
5. **Rest** the steak for a few minutes. That lets the juices settle.
6. **Slice** up & dig in. It's that simple.

Did you know as well as our *Tangy Tomato Ketchup*, we also have our own *Steak & Sausage Ketchups*?



£3.25

They're made in small batches & without the hefty price tag.



Ribs

Rib Rules: 1 rack of mini ribs equals 1 serving. We've seen too many arguments to suggest otherwise.

Mini Ribs

Also known as 'Baby Back Ribs', they're one of the great joys of BBQ season. They're terrific value for money, **available in a choice of marinades** and designed to be grabbed. You will get sticky fingers, but your taste buds will thank you.



Spare Ribs

If you've never had one of our meaty Spare Ribs smothered in marinade before, we might've just **made your BBQ Season**. We'd also have to ask why not? Because they're delicious! Fall-of-the-bone tender. Marinades galore to choose from.

Beef Short Ribs

These mighty ribs are for the **low n' slow** cooking enthusiasts. Now, they won't want to be chucked over the flames for a quick BBQ. These ribs are best cooked in a smoker, or at a low temperature in the oven. One thing is certain though, they will be devoured.



Cooking

sauces

£3.50

Delightful

Smothered

over our ribs



A black and white photograph of a butcher shop trailer. The trailer has a pig logo and the words "BUTCHER'S SHOP" and "SWISS" on it. A woman in a white coat and hat is on the left, and a man in a white coat and hat is on the right. The word "Chops" is written in large, bold, black letters across the center of the image.

Chops

“This isn't a photo of a Pork Chop” you might be thinking. It is, however, a shot of our heritage, and pork chops played a pivotal role.

Bone-in & Boneless Pork Chops

We're rather fond of Pork Chops here at Swiss Farm. Yes, all our pork chops are freshly cut by our master butchers, and it's true that on the BBQ, they're meaty, tender, and simply delicious. However, there's more to it than that.

You see, when Dot Ridgway founded Swiss Farm back in 1972, she sold just **2 Pork Chops** on her opening day. Just 2. Handily, we've sold a few more since then. Just how many? Well, your guess is as good as ours.



Marinated Pork Chops

Now, if you like the sound of chops, but fancy a flavour boost, you're going to love our Marinated Pork Chops. They're available in all sorts of **mouth-watering marinades** and like our plain ones, terrific value for money. Just grab a few, because these go quick.





Our Shops

This is one of our fresh meat counters.
Unfortunately, we could only fit in one half.
They're that big.

A photograph of four people standing in front of a building with large windows. They are all wearing dark aprons with the 'SWISS FARM' logo. The man in the center is holding a large pair of scissors and is cutting a red ribbon. The woman on the left and the man on the right are also holding red ribbons. The man on the far right is holding a red gas cylinder. The background shows a wooden building and a clear sky.

For more *great* deals,
visit us *in-store!*

*All weights approximate. Prices subject to change.

Ashbocking

01473 785520
IP6 9LF

Colchester

01206 230454
CO7 7TR

Aldeburgh

01728 454100
IP15 5JD

Open *7 Days* a week. It is, after all, *BBQ Season.*

www.swissfarm.co.uk Follow us @swiss_farm