



#### ABOUT

### EARL STONHAM FARMS

Set in 600 acres of Suffolk countryside, 10 MINUTES from Swiss Farm, Earl Stonham Farms is the ultimate definition of locally sourced.

With a herd approaching 500, the farm specialises in the production of PURE WAGYU BEEF, with their beef being used in some of London's finest restaurants.

Practising TRADITIONAL FARMING METHODS, the farm has been laid out specifically for the wellbeing of the cattle. It's one of the MAIN REASONS we were so delighted to collaborate.

Pasture raised in EARL STONHAM.

Butchered by us at  $SWISS\ FARM$ .

Check them out at: www.earlstonhamfarms.com







WELCOME TO THE WORLD OF

### PURE WAGYU



#### WHATIS

### WAGYU?

WAGYU is an old Japanese cattle breed with an ability unlike any other breed - to store fat in great propensity within in the muscle.

Now, you've no doubt heard (and tasted) that more fat equals more flavour. And it's true. But PURE WAGYU from Earl Stonham Farms? Well, that's unlike anything you've probably tasted before. The flavour is simply wonderous.

Specifically, this UNIQUE FLAVOUR is due to the type of fat being stored within the cattle's muscle.

You see, compared to other breeds, this fat is much higher in soft, monounsaturated fat and lower in harder, saturated fat.

The result? Beef that's BURSTING WITH FLAVOUR and quite literally MELTS IN YOUR MOUTH.

The taste difference is profound.



Now, before we delve into the WAGYU cuts our master butchers have carefully crafted, there's a few things you should know about this particular herd and why it's sought after by so many butchers, foodies, chefs and restaurants.

One reason is because the herd is

### PURE WAGYU.

Some WAGYU cattle are, in fact, bred with other cattle breeds such as Friesian. That means such beef can be classified as WAGYU, but it's not PURE WAGYU.

Earl Stonham Farms WAGYU, however, is pure and the taste difference will blow your mind.

**Another reason** for its tremendous popularity is because each cut is prepared at Swiss Farm by our

### MASTER BUTCHERS.

We have, after all, been TRADING FOR OVER 50 YEARS.

See our origin story at: www.swissfarm.co.uk

AVAILABLE TO BUY AT OUR

# ASHBOCKING GT BROMLEY & ALDEBURGH

BUTCHERSHOPS

SEE OUR FULD RANGE OF WAGYU BEEF AT

WWW.SWISSFARM.CO.UK



### WAGYU

#### STEAK BURGER

Created from delicious WAGYU beef, each burger is freshly made by our master butchers at Swiss Farm resulting in a burger that's simply out of this world.

Exquisite taste. Exquisite texture.

Fan of our famous STEAK BURGERS?
Then you're going to absolutely loves these melt-in-your-mouth WAGYU beauties.

100% PURE WAGYU BEEF

Freshly made at  $SWISS\ FARM$ 

Exquisite FLAVOUR

£14.99KG

### WAGYU

#### RIBEYE

Ribeye is, by nature, a cut that's rich in marbling. This WAGYU ribeye, however, is something different.

With soft, delicious fat weaving its way throughout the meat, it is, perhaps, one of the tastiest steaks, ever.

### £59.99 KG





### WAGYU

SIRLOIN

'The ultimate all-rounder.' This is how we describe sirloin due to its sumptuous flavour and texture.

Whilst less marbled than ribeye, it's just as delicious.

A steak the whole family will enjoy.

£49.99 KG

### WAGYU

#### RUMP

Taken from the hindquarter, our WAGYU rump steak is richly marbled and packed with wonderful, beefy flavour.

Because it's a slightly more value cut, rump makes a great option for wagyu lovers on more of a budget.

### £39.99 KG





### WAGYU

#### FLATIRON

Flat Iron (also known as feather blade) is taken from the shoulder. With a rich, beef flavour and incredible marbling throughout, it's juicy, tender and one for all steak lovers. That would be everyone, then.

£29.99 KG

### WAGYU

#### FILLET

Experience what is arguably the ultimate in culinary perfection, WAGYU fillet.

Wonderfully tender with delicious marbling throughout, each bite will take your breath away with its unrivalled taste and texture.

£89.99 KG





### WAGYU

#### PICANHA

A cut that's hugely popular in Brazil, our highly marbled WAGYU Picanha is carefully cut from above the rump.

It's a prized cut which has a thick layer of fat covering the beautifully tender and richly flavoured meat.

£39.99 KG

### WAGYU

#### SHORT RIB

If you're in the mood for a hearty roast or slow-cooked beef dish, our WAGYU short ribs will dazzle your tastebuds.

They're richly marbled, incredibly tender, and after being slow cooked, will melt in your mouth.

### £15.99 KG





### WAGYU

### TOP SIDE

Topside is a cut that's naturally leaner compared to ribeye, for instance. However, because it's 100% WAGYU, it's got a tremendous amount of delicious marbling making it incredibly tasty and tender. A joint for all roast beef lovers and perfect drizzled over with gravy.

£19.99 KG

### WAGYU

#### BRISKET

If you go to any slow-cook restaurants, brisket will be on the menu. Why? Because it's the ultimate slow-cook meat due to its texture and rich marbling.

This WAGYU brisket, however, is on a whole new culinary level. It's simple sensational.

£15.99 KG





### WAGYU

BABY BACK RIBS

Our WAGYU baby back beef ribs are marbled like steak and supremely tender like out short ribs.

Indeed, they're so tasty and easy to cook, you can oven bake them, smoke them or barbeque them.

£14.99 KG

### WAGYU

#### SKIRT

Cut from under the rib, skirt is a cut of beef that's long, thin and with evident grain. Being WAGYU, it's also packed with mouth-watering marbling.

Ideal for cast iron cooking or over hot flames.

### £17.99 KG





### WAGYU

TRI-TIP

Taken from the bottom sirloin, tri-tip is triangular in shape and a hugely impressive cut. With tremendous layers of marbling weaved throughout the meat, it's quick cooking and a true culinary delight.

£19.99 KG

### WAGYU

#### DICED STEAK

For WAGYU diced beef, we use the top rump. Now, because we use this cut, that means the meat you're getting is ridiculously tender, tasty, and being WAGYU, richly marbled.

The perfect option for hearty beef stews, casseroles and pies. Basically, any slow-cooked dish.

£19.99 KG

DICED STEAK PACKS £10 (APPROX. 500 GRAMS)





### WAGYU

#### CHUCKEYE

With a similar ratio of meat to fat, Chuckeye steak is suited to low and slow cooking. Being WAGYU, it's even richer in flavour and tenderness, making it perfect for beef pies, stews and curries.

£22.99 KG

### WAGYU

#### SUKIYAKI STRIPS

If you're a fan a Asian style recipes, you're going to love our Sukiyaki strips. Although tricky to pronounce (it's pronounced Su-ki-ya-ki), they're incredibly easy to cook.

Little slices of culinary heaven, they're perfect for curries, stir fries and best of all, won't break the bank.

£5.00 (APPROX. 200 GRAMS)





### WAGYU

#### FLANK

Our WAGYU flank is arguably one of the most flavourful cuts in the range. Although lean by nature, it's a cut that's ideal for marinading, thus breaking down the meat's fibres.

With a bold, beefy flavour, it perfect cooked 'hot and fast', and to ensure tender perfection, try slicing across the grain.

£19.99 KG

### WAGYU

#### DENVER

Taken from the chuck, Denver is a cut that's richly marbled, tender and boasting a terrific, beefy flavour.

Like many muscular cuts, it's best seasoned with salt and pepper, and once sizzled, sliced across the grain. It's becoming one of the most popular cuts for a reason...

### £29.99 KG



## COOKING WAGYU

### EXPERINCE CULINARY PERFECTION IN MINUTES

Cooking our WAGYU beef is, in many ways, similar to cooking our other beef joints - super easy and guaranteed to make your mouth water.

Indeed, because of the prevalence of marbling weaving its way through the juicy, tender meat, WAGYU is arguably even more forgiving.

There are, however, a few pointers one might want to consider when cooking WAGYU - and the good news is you don't need to be a wizard in the kitchen for WAGYU perfection. The opposite, in fact.

All we ask is that you don't over cook it - sorry 'well done' steak lovers.

# GRABA PAN ADD SOME SPICES GET READY TO DEVOUR

For WAGYU steaks (and indeed our WAGYU burgers), we recommend pan-frying as it's easy to control the temperature. Handily, it's also ready in minutes. To pan-fry our WAGYU steaks, for instance, we recommend the following: 1. Season with salt and pepper. Heat the pan with oil or butter on a medium-high heat. 3. Once up to temperature, sear for 3-4 minutes each side (which gives you medium-rare). For more RECIPES and COOKING GUIDES visit our website.

THAT'S THE

### WAGYU

NOW HERE'S HOW TO

GET YOURS

#### EXPERINCE

### WAGYU PERFECTION

#### AT ALL SWISS FARM SHOPS

Available to buy over the counter at our ASHBOCKING shop. For our ALDEBURGH & GT BROMLEY shops, as well as our STOWMARKET trailer, orders can be placed over the phone or in-store and collected at your chosen location.

\*Prices subject to change. Available whilst stocks last.

FOLLOW US @SWISS\_FARM FOR MORE GREAT MEATS, DEALS AND OFFERS

