



CALEDONIA
CROWN



PREMIUM SCOTCH BEEF



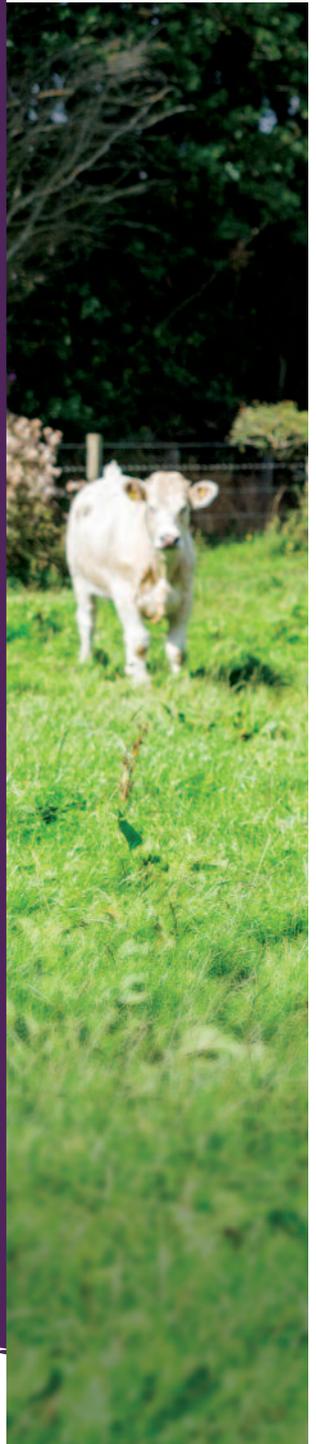


CALEDONIA CROWN

A PROUD TRADITION

Scotland is a nation famous for its stunning landscape; a land rich in natural resources, where the finest beef cattle have been traditionally reared for generations; beef that is renowned the world over for its flavour and succulence.

Situated in South West Scotland, we are in a prime location to procure cattle that meet our exacting standards. With our passion for upholding traditions, quality and consistency, Caledonia Crown's range of mouth-watering beef enhances that reputation.





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SPECIALLY SELECTED

Every Caledonia Crown carcass is expertly selected to meet the stringent requirements of our conformation criteria. Our chilling and maturation processes maximise tenderness and succulence, naturally developing texture and intensifying taste.

Caledonia Crown beef is cut by our expert team of highly skilled butchers using traditional techniques combined with progressive training, providing the highest level of butchery consistency. Maintaining our standards of excellence is paramount and our butchers undergo frequent testing to ensure perfection with every cut.

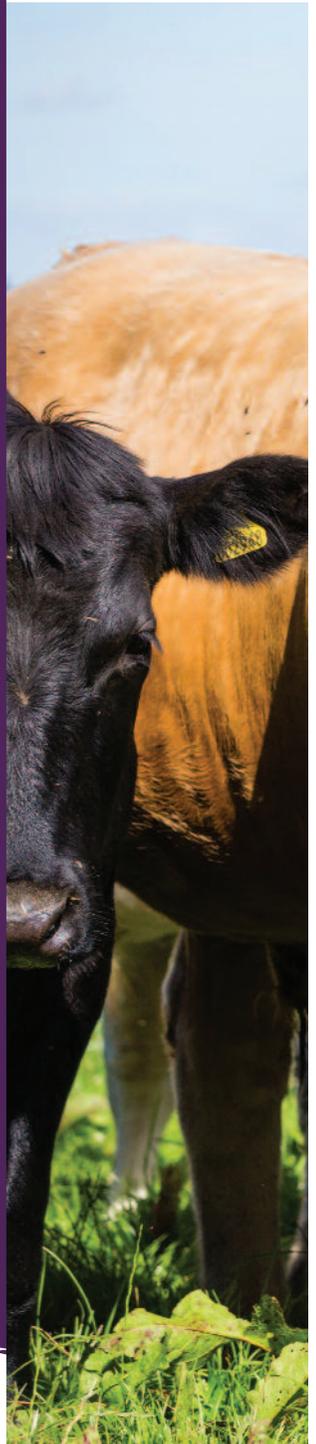


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GUARANTEED AUTHENTIC

Only the finest can carry the Scotch Beef PGI mark. In a nutshell, Scotch Beef PGI is from specific animals that are sourced from selected Scottish farms, adopting best practice including animal welfare and natural production methods. The Protected Geographical Indication (PGI) is the legal protection system to guarantee a genuinely authentic product.

For complete peace of mind our fully integrated and well established, robust traceability system ensures that even after cutting, packing and delivery, we can trace all the way back to individual animals and the farms they were reared on.





CALEDONIA CROWN

OUR SELECTED RANGE

FILLET

An exceptionally tender cut, ideal for steaks, roasts and speciality dishes

RIBEYE

Perfect for frying and grilling, the meat connoisseurs choice. Offers the same tenderness of Fillet with a unique flavour

SIRLOIN

Prime cut, protein rich and leaner than the Ribeye, this cut is ideal for tender, juicy steaks

RUMP

Great for the grill or frying these flavoursome steaks offer great plate fill

ROUND CUTS

Traditionally used for roasting, these 3 versatile muscle's more modern cuts include the ranch, salmon and pave steaks. Requiring more careful cooking these steaks are meaty and full of flavour



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NEED EXPERT ADVICE?

We pride ourselves on our comprehensive after sales service and there is a whole team waiting for you from Master Butchers and Professional Chefs to our trained advisors. Whether you want to know how to handle the product, cooking advice or when your product is due to arrive just contact your sales advisor or email us directly: caledoniacrown@dawnmeats.com and we will be pleased to help.



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