



WEST COUNTRY
CHOICE



WEST COUNTRY PRIME BEEF

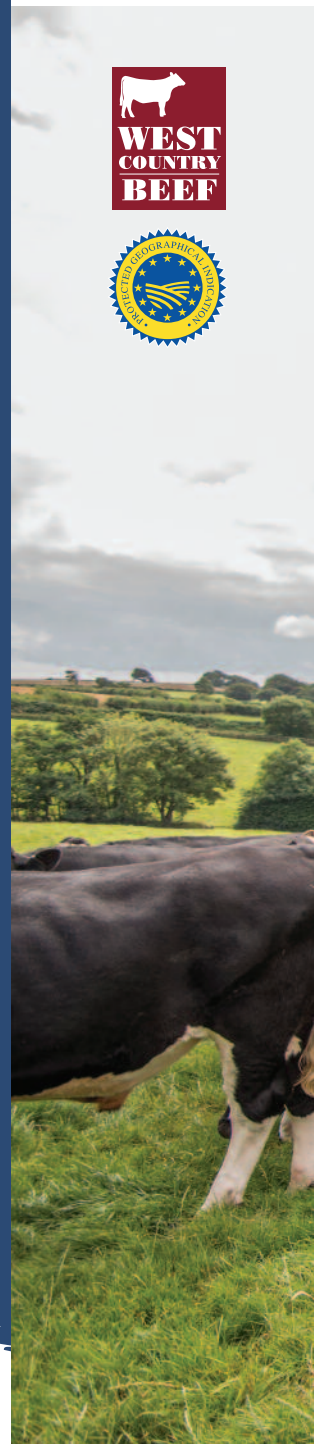




WEST COUNTRY CHOICE

SOUTH WEST IS BEST –
AUTHENTICITY
GUARANTEED

Only the best can carry the West Country Beef PGI mark. In short, our West Country Choice Beef is produced from specially selected animals that have been born, raised and finished in one of the six counties making up the West Country – Cornwall, Devon, Somerset, Gloucestershire, Dorset and Wiltshire – as well as having grazed on at least a 70% forage based diet.





WEST COUNTRY CHOICE

A TASTE OF THE WEST COUNTRY

From these six traditional farming regions our cattle are reared as nature intended, free to roam and graze on fertile lush pastures. Pastures that have been naturally seasoned by the wind and rain of the North Atlantic, giving a unique taste to the beef. Reared to a maximum of 36 months, only the best animals are hand selected for West Country Choice and for you this means beef that is consistent, tender and flavoursome.

Processed in our own facilities in Devon and Cornwall operating to the highest levels of global food safety and quality, West Country Choice beef is a true locally produced quality product.





WEST COUNTRY CHOICE

NATURALLY NUTRITIOUS

Give your menu a protein boost. Not only does our award winning beef taste superior it also has the added benefits of being:

- Low in cholesterol and trans fats
- Naturally rich in proteins, Iron and Zinc
- High in vitamins B and E and Omega 3
- High in minerals, Calcium and Potassium



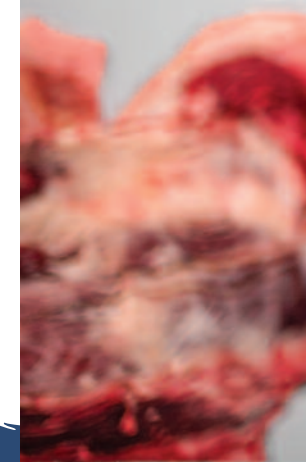


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IMPRESS, INSPIRE AND TEMPT

Nothing impresses more than a superbly cooked steak, roast beef centrepiece or a juicy, succulent burger. Whatever the dining occasion West Country Choice beef creates a memorable dining experience making it an ideal choice for chefs and chefs at heart. Our exacting standards and desire to deliver beef that satisfies consumers time after time is vital and more than anyone we understand the importance of consistency.

Our team of highly skilled butchers hand select and expertly prepare only the worthiest cuts, allowing for consistent plate coverage, predictability for ease of preparation and a superior taste to create a loyal following.





WEST COUNTRY CHOICE

SPECIALLY SELECTED

We recognise customer needs are all different. West Country Choice beef is specially selected to your specific requirements with a full range of cuts available. In a world where change is the only constant you can rely on West Country Choice beef to deliver.

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: westcountrychoice@dawnmeats.com and we will be delighted to help.





WEST COUNTRY
CHOICE

PREMIUM ENGLISH BEEF

