



**CALEDONIA**  
CROWN



EXTRA MATURED ABERDEEN ANGUS





## CALEDONIA CROWN

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### BEEF INSPIRED

Aberdeen Angus is everywhere these days. Over the last couple of decades it's even become a bit of a buzzword. It's true, Aberdeen Angus beef is good. But Caledonia Crown Aberdeen Angus is on an entirely different level. It defines the standard by which all beef is measured. No shortcuts and with a virtual obsession for flavour and juiciness.

How did those standards come into being? It's an interesting story and one we never get tired of telling. It's the tale of a group of beef fanatics who got together and said collectively, "We can do better. We can produce beef that's extremely tender, juicier and always packed with flavour."

This group then proceeded to set the standards that have become the true mark of quality; Caledonia Crown Aberdeen Angus.





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It was 1988 and getting a great steak at home or even at a restaurant was hit or miss. “You know what?” we said, “We can do better. We can lay down a set of uncompromising standards for taste and then find the best Aberdeen Angus farmers to help us.” The eventual result was Caledonia Crown Aberdeen Angus beef.

Decades later, the vision to be the best of the best remains. Which is why every cut of our beef is judged on 5 exacting quality standards. And why no other brand of beef is as juicy, as tender or as full of flavour. A lot’s changed since 1988 – but we’re still the same collection of beef fanatics dedicated to producing beef of uncompromising quality.





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### OUR FIVE STANDARDS

#### MARBLING

- Medium to fine, these white 'flecks of flavour' in the beef ensure juiciness and tastiness in every bite

#### MATURITY

- Only prime cattle under 36 months qualifies, giving superior colour, texture and tenderness
- Aged on the bone to naturally develop the texture and intensify the taste
- Extra matured for the best flavour and tenderness

#### CONSISTENCY

- Our cattle are hand chosen by our highly experienced procurement team ensuring only the best carcasses are chosen to be processed with the same care and attention we have shown for over 25 years.





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Adhering to stringent quality standards, each cut is a taste of the countryside – perfectly marbled, incredibly juicy, amazingly tender and packed with flavour. Only the best cuts of prime meat make the cut, because only the best can be called Caledonia Crown Aberdeen Angus.

When you think about it, there's almost a romantic relationship that people have with beef. You almost never hear anyone reminisce about fish or chicken. But a great steak or a perfect burger – that's something you remember and want to share with friends. At the very heart of it, that's why we created Caledonia Crown Aberdeen Angus – for beef lovers. And it's why every steak we produce not only makes your mouth water, but makes you go head over heels for it.





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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](mailto:caledoniacrown@dawnmeats.com) and we will be pleased to help.



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