



RIDINGS
RESERVE



PREMIUM ENGLISH BEEF





RIDINGS RESERVE

A TASTE YOU WILL LOVE AND YOUR CUSTOMERS WON'T FORGET

Ridings Reserve, superior quality, premium English beef. Our cattle are sourced directly from farms across the English countryside and locally processed in our own facilities to the highest levels of quality, food safety and consistency.

Truly Tender™ is our mark of quality indicating the application of a unique patented process which delivers beef that is verifiably more consistently tender, ensuring you serve premium beef that delivers on tenderness, succulence and an unrivalled taste each and every time.





RIDINGS RESERVE

UNRIVALLED TASTE

Ridings Reserve premium beef is carefully selected by our own highly experienced, expert procurement team to exacting specifications and only ever from prime English cattle. Our standards are based on quality, not breed so whichever cut you select you can guarantee it has the right amount of fat coverage and marbling for an unrivalled taste.



RIDINGS RESERVE

SUPERIOR QUALITY

Ridings Reserve is the very best of our prime English beef. Working closely with customers to personalise specifications to their own exacting standards, our most experienced butchers individually select each cut, ensuring each shipment is produced to order. It is this bespoke service, coupled with outstanding product that ultimately sets us apart from the crowd.





RIDINGS RESERVE

TRULY TENDER™

Truly Tender™ is our mark of quality indicating the application of a unique patented process. Developed over the last number of years, this process is a science based innovative approach to guaranteeing the eating quality of our beef.





RIDINGS RESERVE

CAREFULLY SOURCED AND FULLY TRACEABLE

Our cattle are procured entirely from assured farms, where the highest standards of animal husbandry, health and welfare are adhered to. Cattle are fed an abundant natural diet based on grazed grasses, silage, hay and roots to give a distinct taste and eating quality.

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





RIDINGS RESERVE

EXPERT BUTCHERY

Ridings Reserve premium English beef is hand selected by our team of highly knowledgeable butchers who have trained for many years to learn how to select and expertly prepare the choicest cuts.

Using traditional techniques combined with leading edge skills to provide the highest level of butchery consistency, maintaining standards of excellence is paramount. Our butchers undergo frequent training to continuously improve our service, ensuring a superior quality cut.





RIDINGS RESERVE

GUARANTEED

Because Dawn Meats is the only supplier who can produce Ridings Reserve premium English beef, every cut meets the same high standards. With our Tender4Sure system incorporating our new Truly Tender™ patented process, variability is diminished delivering a product with an unrivalled taste and we never compromise our quality.

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: ridingsreserve@dawnmeats.com and we will be pleased to help.



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