

Know your Meats!

Striploin Steak

for a romantic night in

from your Local Craft Butcher

Always ask
your local
Craft Butcher

Five Things to Look for When Buying Steak

1. When choosing a steak, striploin is a fine choice due to its tasty, melt-in-the-mouth succulence. Good striploin has just the right amount of fat and nice marbling. Rump (sirloin) steak is slightly cheaper than striploin but it's still a great steak for grinding or frying, with more flavour than striploin.
2. The age of the steak is important, as the hanging process develops the flavour and tenderises the meat. So ask your butcher how long the beef has been hung for. As a rule, 21 days as a minimum and 35 days as a maximum is a good range to go for.
3. Good beef should be a deep red colour.
4. Check the beef has good marbling - little streaks of fat running through the meat. This melts when heated, helping the steak to baste itself from within as it cooks.
5. A good layer of creamy-white fat around the top of striploin and sirloin steaks is essential.



Did you know...

Thyme goes well with most beef cuts, and also adds good colour to your plate!

Thyme →

