

# From the Kitchen

Issue No. Seven | September 2015



## Welcome

... to the seventh issue of Beef + Lamb New Zealand's Foodservice newsletter. In this issue our Ambassador Chef recipes are all about imparting a delicious smokey flavour into eye fillet and lamb rump. Our marketing manager, Ashley Gray explains how Beef + Lamb NZ gained one of the world's most influential chefs as a twitter follower and catch up with the latest from our Ambassador Chefs including Marc Soper's whirlwind trip through Asia to promote New Zealand beef. Enjoy!

## Two Decades of Rewarding Excellence

For the twentieth time, culinary trained professionals are assessing beef and lamb dishes across the country for the annual Beef and Lamb Excellence Awards.

Over the past month, entries have been pouring in with existing Excellence Award holders reapplying to secure themselves another gold plate and new chefs taking up the challenge to produce a high calibre of cuisine to impress assessors and be rewarded with the 2016 Beef and Lamb Excellence Award.

Each year new and innovative dishes are being presented on restaurant menus with chefs showcasing their culinary craft proving the timelessness of New Zealand beef and lamb. However, the most simplest dish using good quality ingredients can also receive high praise from assessors if each component is well executed and in harmony with each other.

Restaurant assessors are looking for a consistent standard of beef and lamb cookery from chefs. Each dish is assessed on its presentation, flavour harmonies, preparation and cooking of the meat and overall flair and execution of each dish.

This year's gold plate recipients will be announced on December 1st at a special foodwriters event where the 2016 Ambassador Chefs will also be revealed.



# Social Media Trends

So what are the new trends in Social Media?

In short, there are none. And yet you could also argue there are many. In fact, millions a day. The only constant thing about social media is the fact it is ever-changing - rapidly. It's less about how social media can fit into the marketing mix of a business or organisation and more about it 'being' the marketing mix.

## Key statistics relevant to New Zealand:

- 2.6 million Kiwis use Facebook every month
- 2 million of those Kiwis use Facebook daily and on average 14 times a day
- 1.6 million Kiwis access Facebook via smartphone and of these 76% do this daily
- 50% of all Kiwis are dual screening at some point (dual screening means using more than one device at any given time. For example, browsing Facebook or online news sites while watching TV)

Remember, the 'social media revolution'? Well, it's no longer here. Put plain and simply social media is an integral part of our daily lives whether we think it or not. It's as familiar to us now as roast lamb on a Sunday.

Case in point: At **Beef + Lamb New Zealand** our advertising spend has been traditionally allocated to TV, print and outdoor with a dash of online thrown in for good measure. But over the past few years placing spend into online advertising has become more vital. We're almost at the point of doing a complete 180 degrees with more budget allocated to online platforms than anywhere else. I only have to think of my own media consumption to realise this is inevitable.

I'd also like to share with you a story which involves a Beef Wellington, Twitter and **Gordon Ramsey** which I think highlights how the online space is making the world so much more accessible. I was browsing Twitter a couple of weeks ago when we saw Gordon Ramsey was profiling **#BeefWellingtonDay** - he was asking his followers to cook a Beef Wellington at home or head into one of his restaurants to enjoy one there. Obviously he is based in the UK but we thought why not jump on board with it, if not just for a bit of fun. So I sent out a tweet to say I was planning to cook a Beef Wellington in celebration of the day and Alison Leonard, presenter on The Breeze radio station and a bit of a foodie herself, also jumped on board tweeting both us and Gordon back.

What followed was a bit of conversation on Twitter around Beef Wellingtons intertwined into the overseas conversation, plenty of mouth-watering photos passed around the internet and a mention from Gordon himself! I'm also pleased to report we have now gained one of the world's most well-known and influential chefs as one of our followers on the Beef + Lamb New Zealand Twitter account. And this relationship was formed by 140 characters and a picture of a delicious beef recipe!

The bottom line should be that this is exciting! Social media allows us to connect and engage with our audiences more than ever before. It also provides many challenges, primarily with the speed it evolves but I for one am not sitting back and watching it pass me by. After all, how much more satisfying is a win when you've had to work at it.

If you want to chat further about this with me please give me a call 09 489 0875, email on [ashley@beeflambnz.co.nz](mailto:ashley@beeflambnz.co.nz) or in the spirit of all things social, drop me a tweet **@AshleyGray00**

**Ashley Gray**  
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## Spotlight on... lamb rump



Sometimes referred to as mini roasts, lamb rumps offer an accessible alternative to a lamb leg roast, while still looking extra special on the plate. They're extremely versatile and work well with marinades or sliced in a number of dishes such as pastas and salads.



## Recipe by Ryan Tattersall

### ROSEMARY SMOKED LAMB RUMP, MISO GLAZE, CHARGRILLED BROCOLINI AND SPINACH WITH A FRESH CARROT, CHILLI, SESAME AND TURNIP SALAD

#### FOR THE SMOKED LAMB RUMP:

Place chopped rosemary or manuka wood chips (or a mixture of the two) into your smoker. Get the mix smoking and then add the lamb, smoke for 4 - 5 minutes until the meat has coloured slightly and taken on some of the smoke flavour. Finish cooking the lamb in an oven set to 180°C for approximately 6 minutes or until the lamb is springy to the touch. There should be no soft spots in the lamb. Remove the lamb from the oven and allow to rest for around 6 minutes. Before you carve the lamb, look closely at the meat you will see lines of the muscle running across the rump (we call this the grain). Cut across this 'grain' into 4 or 5 slices.

#### MISO GLAZE:

150g red miso paste  
60ml sake  
50ml mirin  
75g castor sugar  
60ml water

Dissolve sugar in sake and blend all ingredients until smooth. To serve bring the sauce to the boil to burn off the raw sake flavour, let it reduce slightly to thicken.

#### FOR THE WONTON WRAPPERS:

Bring some salted water to the boil in a pot and cook the sheets for 3 minutes, remove from the water to a bowl and coat with a little oil to stop them sticking together. Cook the wonton wrappers just before you need them and keep them in a warm place.

[Click here](#) for Ryan's full recipe.

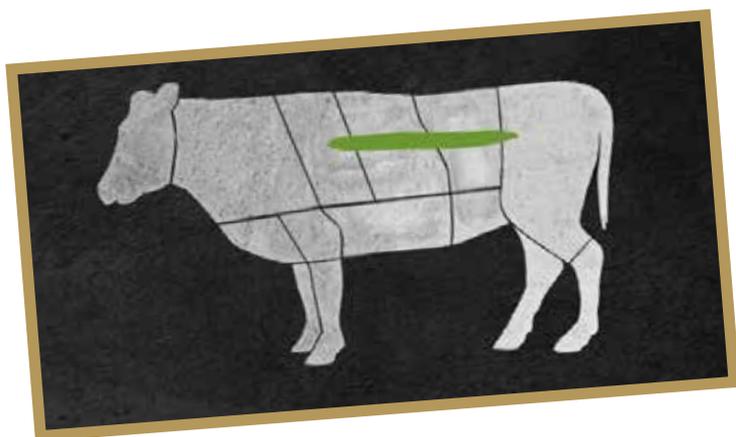
Recipe courtesy of Ryan Tattersall, Cobar Restaurant, Wellington



## Spotlight on... beef eye fillet



Eye fillet steaks are cut from a whole eye fillet, an oblong shaped cut that spans between the short loin and the sirloin. The muscle sits beneath the ribs next to the back bone and does very little work, ultimately making it an incredibly tender and succulent cut.



## Recipe by Brad King

### WOOD FIRED EYE FILLET OF BEEF SERVED WITH POTATO AND GARLIC MASH AND BRAISED RED CABBAGE - SERVES 6.

Six portions of eye fillet of beef - approx. 160-180g each

Using a wood fired oven imparts a special quality to the meat, so try this if you have the luxury of a pizza oven in your back garden! At The Bistro we burn Manuka and the aromatics of the smoke impart through to the meat giving it a unique earthy flavour.

With the meat placed just inside the wood fired oven, near to the front, you can watch the meat slowly roasting and actually see when it is ready. Depending on the heat of your oven, this would normally be 10-15 minutes cooking time, remembering to leave the meat to rest for about 7 minutes.

#### BRAISED RED CABBAGE:

- 1 medium head red cabbage
- 2 apples, cored and chopped
- 1 onion, diced
- 3 tbsp olive oil
- 1 cup vege stock
- 3 cloves
- 4 tbsp red wine vinegar
- 1 cup dry red wine
- 1 tsp maple syrup
- 2 bay leaves
- Salt and pepper

In a large pot, heat oil over a medium heat. Gently fry onion and then add apples and sauté for about 5 minutes. Add the cabbage and cook for a further 5 minutes. Finally add all the remaining ingredients. Cover with lid askew and cook on medium heat for about 50 minutes or until cabbage is tender. Stir occasionally adding salt gradually until desired taste is achieved.

[Click here](#) for Brad's full recipe.



# Ambassador Chef Goes International

It was the job of Ambassador Chef, Marc Soper to showcase New Zealand grass fed beef to the Asian market on a whirlwind tour last month. One of the dishes he demonstrated in Osaka and Tokyo was Master Stock Brisket using navel-end brisket, served with a fried nori vegetable roll and a sausage cabbage roll. The other dish was Miso-Glazed Cube Roll accompanied by sushi-moulded sweetened rice sprinkled with black sesame and a vegetable salad.

Marc used many ingredients familiar to Japanese cuisine such as nori, miso, mirin and soybean sprouts. It's basically incorporating some of the key flavours of Japan into New Zealand beef dishes he says.



After Tokyo he went to South Korea where he cooked up chuck roll marinated with kiwifruit, braised then reheated on the barbecue with fresh herbs, and tenderloins wrapped in bacon and stuffed with pancetta and brioche. Marc also visited Taipei, the capital of Taiwan to work his art on tenderloin and blade steak.

You can hear more from Marc about his Asian experience by [clicking here](#).

Marc has also recently hosted his **Ambassador Series Dinner** at Wharekauhau Country Estate featuring an extravagant five course degustation matched with superb wines. [Click here to read about Marc's dinner](#).



**Ken O'Connell of Bracken Restaurant** will be hosting his Ambassador Series Dinner on **Friday 9th October** in Dunedin. This will be another superb showcase of beef and lamb from one of our Ambassador Chefs and not to be missed if you're a Dunedin foodie! [Click here for more information](#).

We hope you've enjoyed this issue of 'From the Kitchen'. If you have any feedback for future issues or any further questions on the content in this issue, please contact me at [lisa@beeflambnz.co.nz](mailto:lisa@beeflambnz.co.nz) or call 09 489 7119.

'Til next time,

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TOUGH STANDARDS.  
TENDER RESULTS.

