

THE CUTTING ROOM

AHDB
BEEF & LAMB

NEW PRODUCT FOCUS



Tri-tip STEAK

This steak has seen a growth in popularity across Europe and America, and you can see why!

Instead of cutting this product for the diced beef casserole market, there's potential to grow sales by £1.67m by creating the Tri-tip Steak.

Tri-tip – Stewing v Fry/Grill
£1.67m added sales value

Total volume of Rump Tail (Tri-tip) (0.94% of stewing volume)
300,791Kg

Sales value sold as Stewing (£8.03) £2,413,352
Sales value sold as Fry/Grill (£13.59) £4,087,750

Total added sales value to the Rump Tail (Tri-tip)
(0.94% of the carcass) £1,674,398



We have, for the sake of the above calculation, assumed that all Tri-tip muscle currently sold through the retail channels is utilised for stew/braise category. If all of this volume was switched into fry/grill steaks the added sales value would be £1.67m

Visit www.qsmbeefandlamb.co.uk
to view the Tri-tip cutting specification

To find out more about the potential of the Tri-tip Steak call Mike Richardson on **07790 173265** or email michael.richardson@ahdb.org.uk

"What consumers said"

78% said they would buy

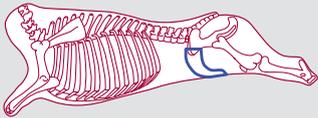
73%

said it looked appetising when cooked

68%

said they loved the flavour

Research carried out with 80 consumers who were asked to cook and eat two Tri-tip steaks

Tri-tip Steaks			Code: Rump B021
			
1. Position of the Rump Tail.	2. Max. fat thickness on the outside of the muscle not to exceed 10mm.	3. Remove excess fat and gristle.	4. The lines indicate the direction of the muscle grain.
			
5. Cut rump tail into 2 and remove thin ends as illustrated. Cut the muscle across the grain as the lines illustrate.	6. Tri-tip Steaks.	7. Tri-tip Steaks.	
			
<p>For this product, the rump tail should be matured for a minimum of 14 days.</p>			