

Free Range, Barley Fed Beef: It Could Only Be Called, "The Wanderer"

Renowned for delivering a rich, juicy eating experience, barley feeding brings superior marbling and tenderness to the palates of beef lovers around the world. All of this achieved without the use of intensive feedlots. With no added hormones, antibiotics and cattle free to roam in rich pastures with troughs of barley scattered across the paddocks there is never a need to confine the cattle to a feedlot.

This is a story of 2 dedicated farmers who share 1 unique philosophy. Matthew Broadhead is a 1st generation farmer who has been finishing cattle for 5 years on his 3500 acre property in Blighty, NSW. Mathew is adamant that the *Wanderer Barley Beef Program* is a more humane method of raising and feeding cattle in a less stressful environment for the animal. Happy, relaxed livestock equates to better results, in both herd yield rates and quality of the finished meat product. "I would recommend the program to other farmers", is Matthews take on this unique method of producing quality beef cattle.



Of course Matthew is only half of this story, generational Victorian farmer Dean Mitchell is a strong advocate for free ranging with barley added to the diet. With 800 acres in Lockington, the Mitchells are seasoned graziers who have been breeding Angus cattle for the last 30 years and have recently started finishing cattle for the *Wanderer Barley Beef Program*. Dean believes the Wanderer program is great because the cattle have the room to graze as well as having access to a barley pallet to assist them with a more varied and nutritious diet. The balanced diet creates a more consistent product, with a higher percentage of the cattle achieving above benchmark grading at the production stage. Delivering a far superior product over cattle confined and stressed for the last months of their lives in an intensive feedlot.

In production Wanderer employs the trade marked: *Natural State Hanging Method* where all carcasses are hung by the hip, this method follows the natural anatomical position of the cattle. As a result of this muscle stretching, cuts like rump and striploin achieve an optimum eating quality. The traditional rear hooves hanging puts undue pressure on these primals and delivers a lesser finished product.

Wanderers trade marked feeding regime of barley in combination with a free-range pasture environment strikes the perfect balance to deliver a modern farming system designed with high animal welfare in mind creating a new standard in consistency, to produce year-round high quality beef.

Even in times when a pasture is affected by drought or seasonal changes, the free range and diet approach of the Wanderer always delivers quality.



ENJOY THE RICH FLAVOUR OF BARLEY FED BEEF, FROM NATURALLY HEALTHY FREE RANGED CATTLE!

William Thacker - Contributing Writer

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WORLD OF FOOD

September 6 - 8 Kurumba Resort Maldives

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Welcome to edition 2 of “The Sauce”

What a month it's been, with a slew of new products starting to move into the Maldives resort market with particular interest in the Jacks Creek black angus beef. The unique citrus fed Sir Harry wagyu has also won over some fans especially the diversity of the cuts available, offering the customer a unique dining experience on some lesser known value high marble score steak options while juggling the food costs.

Our contributing butcher Popaul, has created a stampede with many of you enquiring about last month's featured steak cut “Tri-Tip”. This month Popaul unveils his personal favourite the “Flat Iron”.

Our Culinary Advisor and raconteur Alan Stone has just returned from his first visit to the Maldives. A “tour de force” of 6 resorts in 6 days meeting with our resort customers.

The visits involved meetings with GM's Culinary Teams, F&B Directors and of course Procurement Managers, listening to what our customers have to say. But more importantly what innovative food products resort chefs' require to stay ahead of the curve, while delicately balancing the food costs. He even donned the whites at a few resorts and assisted in cooking up some centre of plate menu tastings.

It was also an opportunity to discuss requirements on the guest side of the kitchen door, with F&B and Procurement teams looking for new beverage and mini bar snack options and modular service equipment.

Surprisingly, an abundance of enquiries regarding more bespoke coffee offerings for in room pod and French press, through to espresso in the resort outlets to provide quality, and in room to outlet consistency to enhance the guest experience. Consequently, Sepia International is launching St. Ali Coffee available in roasted beans, Nespresso compatible pods and ground for drip filter, percolators or French press options.

We would like to introduce our new boutique baking partner Cremorne Street Bakers from Melbourne, they have you covered this Xmas including, evening turn down to mini bar, buffet, hampers and gift shop.

Christmas Hampers are also going to be a big deal this year with several resorts requesting unique products for their guests to take home over the festive season. We are aiming to have our Xmas catalogue out and about in September with a cut off for ordering around mid October so deliveries can commence from early November.

Finally Alan will be back in the Maldives late August visiting more resorts and manning the Sepia International stand at Fantastique Trade Show 2025 at Kurumba on September 6 & 7. Come along and say hi.

Miranda Priestly—Contributing Editor

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Awarding Winning Beef

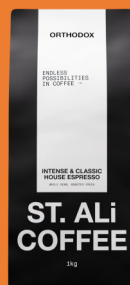
Australia's' finest boutique Angus producer. Still proudly operated by the Wormell family, since 1947.

Speak with the Sepia team & find out more



Bespoke Coffee, A Roast For All Tastes

ST. ALi Coffee is Australia's largest, and most recognised independent specialty coffee roaster. Founded in 2005, ST. ALi was (and remains) a pioneer in the specialty coffee space, and a name synonymous with Melbourne's famous laneway coffee culture. Proudly independent, the journey began from humble beginnings roasting amidst tables on the floor of the original South Melbourne cafe. Fast forward almost 20 years to the global brand that ST. ALi is today - operating in 4 different countries, servicing over 1000+ customers around Australia and the globe, and roasting close to 1.5mil. tonne of coffee beans annually. We're proudly Melbourne born and bred, and driven to share our passion for coffee and hospitality around the world. ST. ALi Coffee aims to democratise specialty coffee and make it accessible worldwide. With a vision beyond this world, our founders dreamt of being the first coffee company in space. This ambitious goal drives us to pursue excellence in every cup and push the limits of the coffee industry. As an Australian brand, we carry the torch of our nation's respected reputation in the global coffee scene. Now, presented with the opportunity through this RFP, we see a chance to elevate coffee offerings and showcase the innovative and adventurous spirit that defines our brand.



ORTHODOX

Our house blend of 20 years, the original, the champion. This blend offers creamy milk chocolate, fudge, and apple jam flavours. It's well suited to milk-based coffees and makes perfectly balanced espresso.



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15 Minutes with the Chef, Jake Furst Culinary Director Kickon Group.

As a young Chef you split your apprenticeship between renowned seafood chef Micael Bacash and then finishing school for you was the legendary meat temple The Point under Australian Bocuse D'or entrant Scott Pickett.

Yeah, crazy experience at both, absolutely chalk and cheese!

Looking back, I was rather fortunate, packing my car at 18 years of age and moving from the regional town, where I grew up. I arrived in Melbourne and landed a job at the best seafood restaurant of its time, Toofey's, which held a Chef's Hat (Australian Michelin Star equivalent).

Coming from Albury I knew nothing about seafood and thought tuna only came in a can. I learnt how to work methodically be organised and work within a team. I spent my first 2 ½ years with Michael Bacash and his head chef Michael Conrad preparing and cooking, seriously high-quality seafood, delivered fresh 7 days a week. I realised that I had a great grounding in seafood but knew absolutely nothing about meat, so I decided on a move to a meat focussed restaurant to round out my training.

A job came up at The Point which held 2 Chef's Hats, headed up by chef Scott Pickett who trained at a Paul Bocuse restaurant and spent a long stint with Phillip Howard at The Square in London (2 Michelin Star) I spent 2 years at The Point and time absolutely flew by, some days work started at 7am and finishing at 1am. A lot of those shifts with you! *(LOL yes one of the toughest months of my life, a cameo between jobs, it was at times brutal, an old school kitchen, not for the faint hearted or easily offended).*

I started in larder and worked my way through fish and onto sauce (meat section) very quickly, the hard work I put in was recognised by Scott and the team. I still have a relationship with Scott to this day, in fact we are both involved in The Conti in Sorrento.

The Point was an interesting restaurant as it was owned by one of the biggest meat producers (Tasman abattoir) in Australia at the time. So, it was effectively a fine dining restaurant with a 6 x 6 x 6 menu format then an additional 8 steaks of various cuts, breeds and provenance. We would often have beef forequarters and hindquarters roll up unannounced and we would break them down after service.

You also had a stint at Metropolis Eating house which was helmed by wunder-kind French Chef, the late great, Gabrielle Martin. That is an amazing foundation for a young chef, was this a deliberate strategy by you or good fortune?

Yeah, I was lucky enough to meet Gabrielle at The Point, he had recently sold his restaurant Le Maison and was working with Scott while looking for his next venture. We clicked straight away, I think I was drawn to his creativity, his flair and his craziness, like all those top chefs back then. They all had their own level and style of crazy, Gabriel was different, and exciting to be around. He didn't tell ego-based war stories of his experiences overseas; and he worked in some of Paris and London's best restaurants. He would come into the kitchen and bring recipe cards and menus, he had meticulously collected over his culinary journey and share them with me in detail, it was like he cooked and plated the dish just yesterday.

I am so glad we kept in contact he not only gave me an opportunity, but he also allowed me to employ my brother as an apprentice and mentored both of us. Gabrielle's passing at age 51 affected Zac (brother) and myself immensely.

Gabrielle mentored some great Melbourne chef's during their formative years, including Shannon Bennett, Shane Delia and George Calombaris, my brother and I are in rarefied company thanks to working for Gabrielle.

Continued Next Page



15 Minutes with the Chef, Jake Furst Culinary Director continued:

Your younger brother Zac is also an accomplished and respected chef, what were the food influences in the Furst household growing up and at what point was there a light bulb moment that cooking was your career path.

Mum and dad had a catering business before Zac, and I were even alive. I guess we were born into the business and not by choice. I remember us, as a family doing functions for 400 people, looking after the pigs and lambs on the spit as early as 5 or 6 years old, then washing dishes afterwards every weekend.

My Dad also held the kitchen lease at the local Wodonga RSL Club (ex-serviceman's club), so we got roped into working there every Friday night, cooking for the seniors and all that sort of stuff.

I was exposed to hard work and hospitality at an early age, and I saw it as my ticket out of Albury: a small town where everyone knew each other and with few opportunities trouble was always on the horizon if I stayed.

So, I packed up my crappy little Holden Barina (small car) with my limited possessions and a single bed strapped to the roof and took the opportunity to look at Albury in the rear-view mirror. I drove the 400kms to Melbourne to follow a dream, without knowing what I was getting myself into. Although I did have an understanding from the family business of the hard work and commitment levels required.

I rocked up at my aunties place in Altona (close to Melbourne city centre) and lived in her garage for the 6 months and went right to work.

Crafted with care. Cooked over flame. Served with intention. This is dining, the Cinder way. Quite a heady statement: tell us about Cinder and how it takes its cues from the traditional steakhouses in both décor and the overwhelming choice of beef.

My business partner, Craig Shearer and I, acquired the pub (Terminus Hotel Clifton Hill) in December 2019, the pub even before our time had a strong food focus. In fact, some big-name chefs passed through this kitchen before we moved in. The restaurant we have today was only a small dining room tucked away off the main bar back then, the venue itself was nothing special but had good bones, location and 2 operational kitchens, 1 servicing the main bar and the other the dining room.

The plan was to operate for 8 to 12 months and then we would work out which direction to take the venue and renovate bit by bit so we could maintain some limited trading, and importantly income. That plan turned to crap, we were open for not even 3 months and covid closed us down. We took a big risk and quickly put plans together for a full internal renovation with the front bar being a locals focus with a quick, simple affordable pub menu and pizza offer serviced out of 1 of the kitchens.

We worked to create a classic early 20th century steakhouse space knocking out a wall in the old dinning room to increase the footprint to seat 54 pax. The 2nd kitchen got a make over with a Jospier grill and combi oven dropped in, a dry age cabinet added to the foyer, to service the Cinder dinning room.

With the renovations completed within 8 months we started to engage the best beef producers and suppliers we could find with a view to having a red-hot crack as soon as the covid restrictions lifted.

Initially we had a 6 x 4 x 4 standard menu with an additional 6 Jospier grilled steaks. If we had an offer on some high-end beef at the right price, we would add that as a special, we tried a few well known producers, including the Matriarch vintage beef and Robbins Island 9 score wagyu and found the customers really wanted to experience different steaks. We then started to have a few supply issues with some of our regular printed menu steaks being unavailable for various reasons, every time we had to change the hard copy of the menu it was a cost of around \$4500 in design and printing.

Now we run a standard menu of snacks, entrees, mains, sides and desserts with no steaks listed on the menu. We then have a separate A5 Steak page we can print before service if required, sometimes a supplier comes in with something interesting so we will add it to the evening steak page. We always have a minimum of 21 beef options on the steak page. This gives us flexibility to pivot on our beef offer, take up special and seasonal offers from suppliers and importantly control our margins.

Our philosophy is to purchase the best quality beef we can find, cut it to the size of the piece meat not just to weight, this delivers a consistent thickness for optimum cooking on the Jospier. All beef should be prepared simply and well-seasoned, being mindful that a farmer has dedicated their time to managing the farm, raising the animal, and the animal gives its life for our pleasure, the ultimate sacrifice.



15 Minutes with the Chef, Jake Furst Culinary Director continued:

How do you determine which beef makes it onto the Menu at Cinder and are there any additions coming soon.

Marius my head chef at Cinder and myself speak regularly with suppliers and farmers to stay ahead of the curve on what is coming to market and what not. We also understand that some chefs remain ignorant towards anything other than the “Rock Star Cuts” (tenderloin, rib eye & striploin), whilst we serve these, a lot of our focus is on lesser known and significantly cheaper cuts which are more flavoursome, heavily marbled and provide a different textural mouth feel.

We invest a lot of time in training our wait staff regarding the product we put on a plate, our front of house team subsequently educates our customers, most of whom will try a different cut, if we explain it properly. Personally, my go to is the hanger cut or onglet as it is known to some, just an amazingly flavoursome piece of meat. We also offer a budget dinning night to our customers with \$29 “Wagyu Wednesday” steak main course special, served with chips, slaw and sauce. Surprisingly it is our biggest night of sides and dessert sales most weeks.

At Cinder we always have grass fed, grain fed, dry aged and wet aged beef options on the menu. We also invested in a band saw for the kitchen we do on the bone, dry ageing in the venue, the customer can personally select the piece of beef from the dry age cabinet which we cut to order on the spot. We even buy whole, hand selected beasts from time to time, we then have it broken down and we dry age in the venue.

Now, I understand you have another Melbourne venue at the build stage now as well as Pincho Disco, a Latin restaurant. The timeless Continental in Sorento. Venues in Sydney and Queensland, currently 2 major renovations Douutta Gala Melbourne, Grand View Brisbane.

At the moment I'm wearing 2 hats this year, Culinary Director for the group and Chief Operating Officer. Currently we have 13 venues spread from Sorento in southern Victoria to Townsville in North Queensland, they are all different styles of venues depending on their location and customer demographics, they range in size from small high-end Cinder and Pincho Disco to large-scale, Queensland pubs, some venues producing upwards of 2500 meals a day. I personally manage the food offering in all 13 venues.

We're currently developing Queensland's oldest licenced hotel, Grand View in Cleveland with an \$AUD8 million renovation, scheduled for completion in 9 weeks. In Melbourne we undertaking a massive rebuild on another institution the Douutta Gala Hotel the demolition team have currently removed 40 tonne of rubble out of the joint, with only the 4 exterior walls of the beautiful heritage façade remaining.

Once complete the Douutta Gala will have a discrete function space for up to 750 and dining area seating for 500 each service sitting, from a card menu of pub classics and 4 to 5 steak options off the Josper Grill.

What are the chances of getting you over to the Maldives to host a “Beef Masterclass”, or would you be open to a resort kitchen mash up, maybe an exclusive guest dinner featuring several types of beef. Perhaps a Jake Furst Cinder signature steakhouse restaurant in a resort.

I'd have to ask the boss (my wife)! She hates me leaving Melbourne to go to work: she thinks I'm on holidays without her and the kids. I'm only the boss around here, I know my place at home (laughs).

I'm always open to new experiences and happy to educate, do cooking classes consult or collaborate with venue operators and their kitchen brigades. Ultimately I get great pleasure from creating memorable and high quality guest experiences in a team environment.

I've been fortunate to have had good mentors and business partners over my journey; the advice and direction they have given me directly contributes to the success I have achieved. If I can share that experience to assist and advise other industry professionals, to operate successful and profitable kitchen(s) than I feel I'm giving something back to the industry.

Finally, your best tip and equipment choice for cooking the perfect steak and your favourite producers.

It's not a steakhouse kitchen for me without the Josper Grill can't beat that intense heat the charring and slight smoky flavour on the crust of a good steak, we finish all steaks above medium rare in the oven to maintain a consistent char and crust thickness. My favourite producers for wagyu Robbins Island is a standout, for dry aged the Matriarch vintage beef when its available, grass fed is very seasonal in Australia it is a big trap for European Chefs who come to Australia, and don't understand the terroir in this country, they struggle to get consistent results. Currently Little Joes and Bass Straight are doing some superb grass fed. My go to in grain fed is Jack's Creek black angus, there is a reason why it consistently wins awards at the World Steak Challenge.

Anton Ego— Critique Gastronomique



Landline, Oz Beef and Lamb Market

Beef prices have risen slightly with increased pressure from the USA market for lower to mid range quality Australian beef. Despite the Trump White House imposed tariffs on Aussie beef, American importers are surging back to Australia for supply as environmental damage, pricing and quality issues continue to plague the Brazilian beef producers export market.

Beef supply from Brazil to the USA has gone from a supply torrent to a trickle, with US commodity beef traders looking to Australia to fill the void, despite the slightly higher price of Australian commodity beef, as opposed to the intense farmed, Amazon forest clearing Brazilian product.

This trend is set to continue with US beef supply at a 5 year shortage with wildfires and floods impacting the main beef producing state of Texas and also California.

Lamb pricing continues to skyrocket with record prices recorded on trade lamb. Although the cold wet winter is delivering much needed rain to lamb grazing districts, the breaking of the dry is only the first step towards getting breeding stock back up to full production levels. At this stage lamb pricing is expected to remain high until late first 1/4 of 2026.

Beef Cattle market

The cattle market price has risen slightly, with cattle yardings lifting by 2,251 to 65,290 head. This uplift in prices was likely driven by the lack of well-finished cattle that meet buyer specifications.

The Feeder Steer Indicator lifted by 12¢ to 364¢/kg liveweight (lwt), with significant price lifts in SA (29¢) and Victoria (29¢). Although quality was mixed in SA, there was strong feeder and restocker interest. NSW also experienced a 10¢ lift despite more secondary-quality cattle, leading to competitive bidding on well-finished animals.

An 80¢ differential between the Restocker Steer and Heifer indicators have led to more lot feeders looking to purchase heifers. At Tamworth, market reports indicate a strong demand for heavy weight restockers as opposed to lighter animals.

Sheep market

The sheep market is continuing to rise, with the heavy and lightweight lambs supporting the market. This week, combined sheep and lamb yardings eased by 60,538 to 259,159 head, with both sheep (26,692 head) and lamb yardings (33,846 head decreasing).

The Heavy Lamb Indicator lifted by 34¢ to 814¢/kg carcase weight (cwt), and prices lifted across most states. The largest increase was recorded in NSW, lifting by 45¢ with the trend of lambs over 30kg attracting premiums. At Wagga, processor-bound lambs over 30kg sold for \$300/head and lambs at Tamworth sold for \$278/head. Market reports have indicated the market was split, with heavyweights and lightweights performing strongly but fewer lambs meeting trade specifications. Thus, the Light Lamb Indicator lifted by 48¢ to 711¢/kg cwt.

Deck The Halls With Cremorne St.

At Cremorne Street Bakers, we're more than just a wholesale baking company. We are a family, united by the passion for creating innovative baked goods and shared moments of joy.



Justine and Michelle

Founded in 2016 by sisters Michelle and Justine, with 30+ years' experience wholesaling and retailing cakes our journey is rooted in a rich tradition of sumptuous excellence and a deep love for the simple pleasure of the perfectly baked good. We bring you more than just flavours and textures. We bring you

the magic of our innovation crafted with skill and care by our dedicated professional baking team. Join us as we continue to spread happiness, one bite at a time, let Cremorne Street Bakers be your partner in creating your strong customer focused connections.

Sepia International are excited to partner with Cremorne St Bakers. Michelle and Justine create quirky handcrafted sweet treats that have a comforting familiarity. Drawing on traditional technique these baked goodies are elevated using the highest quality ingredients and are 100% preservative free.



Cremorne St. Bakers are also adept at creating specialised treats for your venue with your corporate branding for individual turn down treats, reception or café cookie jars, gift tins and large format foodservice products including cake slabs & rounds, shipped fresh or frozen. Cremorne St. Bakers, ices a special occasion.



CREMORNE ST BAKERS

The Butchers Cut: This Month Flat Iron Steak, From The Chuck / Shoulder

Forming the top cap of the oyster blade, the flat iron was born as a result of the tough connective tissue that runs through the middle of the cut of meat. Once removed, the two pieces are treated separately, one becoming the flat iron steak, the other called the top blade steak. The flat iron (supposedly named because it looks like an old-fashioned metal flat iron) is uniform in thickness and rectangular in shape. The nice amount of marbling creates a steak that is extremely tender and full of flavour. It is best eaten when cooked on a hot chargrill and can be incorporated in a variety of cuisines from simple Steakhouse to Asian or South American.



Flat Iron Steak vs. Flank Steak

Since flat iron steak is not as well known as the flank steak, it is easy to confuse the two. However, they are very different cuts of meat, beginning with the part of the beast from which they come. The flat iron steak is cut from the chuck primal, the shoulder area of the cow, while flank steak is cut from the belly muscle. They are both flavourful and tender, but the flank steak is leaner than the flat iron.

The distinctions also reach to their ideal cooking methods; both steaks can benefit from marinating, but since the flat iron is a thicker, denser cut of beef, best when cooked to just medium rare. A flank can also be braised and is often used for beef fajitas and carne asada.



What Does Flat Iron Steak Taste Like?

Because of the marbling, flat iron steak has a rich flavour, described as "beefy". Although flavourful enough to be enjoyed on its own, this type of cut benefits from a marinade and often takes on the flavours of the ingredients it is combined with.

How to Cook Flat Iron Steak

The flat iron steak is quite versatile, delicious simply coated in oil and salt and thrown on the grill, as well as cooking after some time in a flavourful marinade. Because of its muscular structure, it is best if it isn't cooked beyond medium; the optimum temperature is cooked to medium-rare.

This cut is best grilled over medium-high heat; don't go as hot as possible unless you pick up a particularly thin cut. Because of the density of the meat, it is generally ideal to start with a quick sear before moving to a lower temperature to finish off to the desired doneness. This steak is perfect for the grill as the high heat and short cooking time really bring out the rich flavour of the meat.



Generally, a Flat Iron from a high marble score Wagyu or Angus cattle will be good to go without any rubs, marinades or other tenderising tricks. If you are using a cheaper grade of beef for instance: A, PR or S then a flat iron lends itself to sous vide at 135 F (60 C) for around 5 hours then reverse searing on a hot chargrill to colour and caramelize, don't finish the steak above medium.

What Customer Would Order A Flat Iron

Any serious steak connoisseur who hails from Australia, New Zealand or the Americas will make the flat iron their go to steak, if the provenance of the beef and marble score is displayed on the menu. It is said that once you have experienced a flat iron from a well bred and raised, high-end beast you never go back to eating "rock star" beef cuts again. Next issue we talk onglet!

Popaul-Le Boucher

The Monthly Meat Market August

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