

MUSE

SERVING THE BEST OF AUSTRALIA ON A PLATE



GREEN & LEAN

EXPLORE THE NATURAL
HEALTH WONDER FROM
DOWN UNDER

SUSTAINABLE AND ALL NATURAL

A PROTEIN THAT'S EASY
ON YOUR WAIST AND
YOUR CONSCIENCE

*Top choice of
renowned chefs
worldwide*

AUSTRALIAN LAMB AND BEEF,
THE PERFECT MARRIAGE OF

NUTRITION & FLAVOUR



TRUE
AUSSIE[®]
BEEF & LAMB
لحم بقري وحمليان استرالي اصيل



SHAVED AUSTRALIAN BEEF RAMEN

CHEF ADAM MOORE

Garnish with your choice of the following: hard-boiled egg, bamboo shoots, scallion, toasted nori, chili oil, sesame oil or togarashi spice (Japanese chili spice blend).

TAKE A LOOK

The Australian lamb and beef industry has been more than 200 years in the making. The foundation laid many years ago has helped it evolve into the dynamic and progressive entity it is today. The combined integrity of our farmers and packers, along with the advantages of an unspoiled environment, have underpinned Australia's reputation for producing some of the highest quality lamb and beef in the world.

With today's guests demanding naturally raised, free-range, pasture-raised, high-quality lamb and beef, we invite you to choose Australian lamb and beef for your operation.

Please enjoy this "Look Book" and be inspired with how True Aussie Lamb & Beef can help you tell a compelling sustainability and quality protein story.



AUSTRALIAN LAMB & BEEF: A NATURAL CHOICE

We believe there's no better place on earth to raise cattle and sheep. Our unique environment and our wide open spaces have allowed us to develop a natural approach to farming that allows our animals to live as nature intended. They are free to roam, they live a stress-free, healthy life and this in turn means healthy, nutritious lamb and beef - the best result for everyone.

For this and other recipes, visit www.lambandbeef.com

GREEN PAPAYA THAI FLANK STEAK

CHEFS CLAUDIA SERVIS & BRIAN STICKEL

Thai cuisine is all about balance of flavour and texture, and this salad has it all - freshness and crunch from the green papaya and bell pepper, sweetness from mango, and umami flavours from the fish-sauce vinaigrette. Slices of seared Australian flank make it a main dish!



AUSTRALIAN LAMB TACOS WITH SALSA VERDE AND AVOCADO

CHEF AARON BROOKS

Chef Aaron Brooks' tender nuggets of lamb slow cooked with chipotle, citrus and a host of herbs and spices take a favourite food in a new direction.



For this and other recipes, visit www.lambandbeef.com

ESPRESSO AND VANILLA RUBBED AUSTRALIAN LAMB LOIN

CHEF ROBERT PESCHE AND CHEF
ANDREW FORD

Tender, mild Australian lamb loin finds a perfect foil in an espresso and vanilla rub. Sear and roast it, or cook it sous vide.



SUSTAINABILITY

For Australian beef, lamb and goat producers, care for animals and the environment are at the core of what we do. Because so much of our livestock are raised on pasture and natural grasslands, care for the land is critical to our success around the globe. And that care extends from the paddock all the way to the plate, in how generations of family farmers seek to continuously lessen our impact on the planet at every stage of the process.

We continually invest in research to better understand and improve our environmental performance.

- Decreased water use by 68% in the last 30 years
- Reduced greenhouse gas emissions by 56% in the last 14 years
- Committed to be Carbon Neutral by 2030

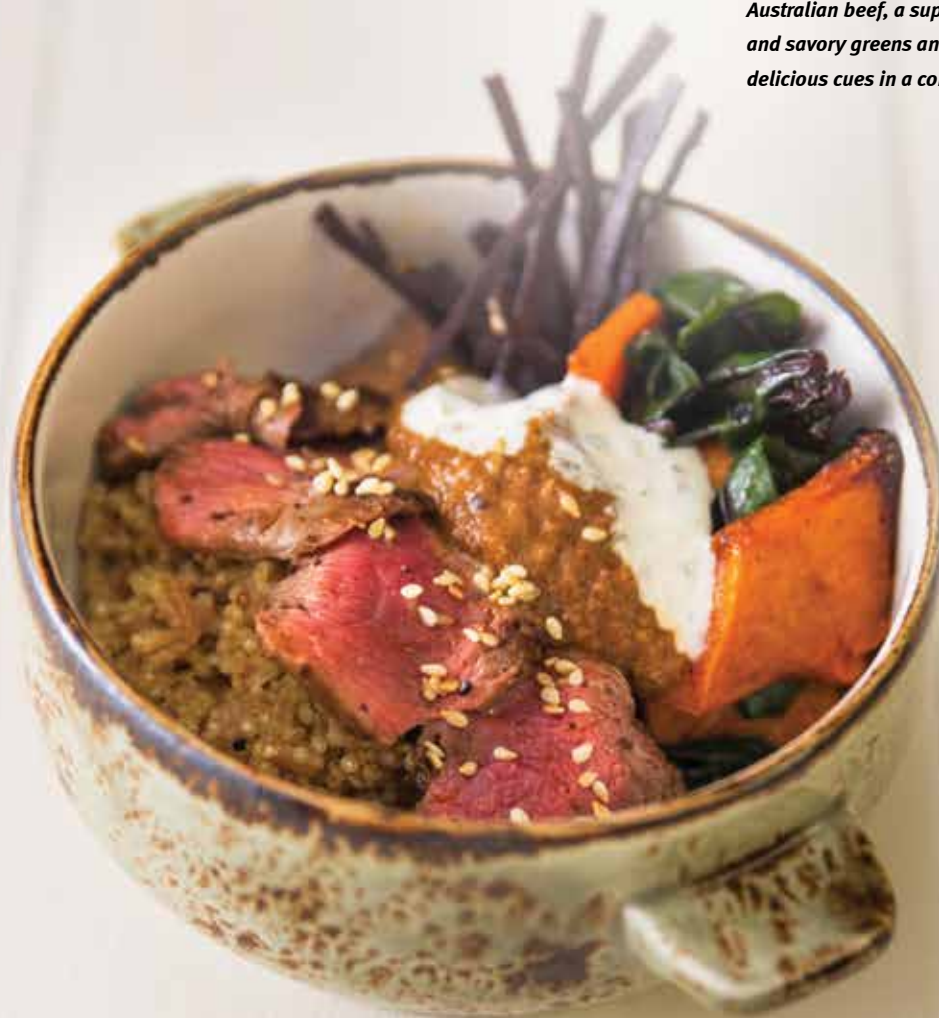
SUPPORTING FOODSERVICE IN THE MIDDLE EAST

At True Aussie Lamb & Beef, our goal is to help foodservice professionals in the Middle East achieve success with Australian meats. It starts with educating chefs and the foodservice community at large about Australia's unique production practices and our place in the dynamic global protein supply chain. We also get directly involved with culinary support through product development and menu ideation.

MOLE DE CACAHUATE BOWL

CHEF KEITH SEEBER

Australian beef, a super grains porridge, peanut mole sauce, and savory greens and squash load up a ton of healthy, delicious cues in a convenient and customizable package.





AUSTRALIAN LAMB ALBONDIGAS

CHEF JOSH ELLIOT

Meatballs are a great way to introduce lamb into more casual, shareable formats; it's familiar, but endlessly variable with flavours and cuisines, from Spanish to Middle Eastern.

CONSISTENT QUALITY AT VOLUME

Australia is the largest exporter of pasture-raised lamb and beef to the Middle East, with ample and consistent supply for the needs of high-volume foodservice operators.

The Meat Standards Australia system was designed with consumer taste and preference in mind, to deliver high quality and consistent products at volume for foodservice.

For this and other recipes, visit www.lambandbeef.com

AUSTRALIAN LAMB COBB SALAD WITH HERB DRESSING

CHEF ADAM MOORE

Lean, grilled, sustainably raised Australian lamb loin adds another dimension of “green” to this cobb salad.



FOOD SAFETY

From paddock to plate, the Australian industry operates under independently audited Quality Assurance programs.

We have a legislated national whole-of-life traceability program in place and a national vendor declaration program to assure the continued high animal and product health status of Australian lamb and beef sent to the Middle East market.

Australia's animal health status is the highest in the world. Australian livestock are free of many diseases that exist in other parts of the world, and programs have been in place for decades to maintain our superior standing.

HALAL

Australia is a trusted supplier of halal beef and lamb to Muslim markets around the world, from the Middle East to Southeast Asia. All lamb and beef that comes to the Middle East is certified halal.

HOT SRIRACHA AUSTRALIAN BEEF SANDWICH

CHEF RENATE DEGEORGE

Melt a slice of provolone on top of the meat and garnish with oven-roasted tomatoes and roasted garlic cloves.



THE GREAT AUSSIE BURGER

MEAT & LIVESTOCK AUSTRALIA

Everything's just a little different (dare we say better?) Down Under – even the burger, done in a classic style with beets, pineapple, beef bacon and a fried egg.

CULINARY SUPPORT

True Aussie Lamb & Beef is here to support you with culinary training for your team, or menu development to help you get the most out of Australian lamb and beef in your daily operations. We'd love to bring a little Down Under spirit to you!

BARBACOA AUSTRALIAN LAMB SHANK

CHEF CLAUDETTE ZEPEDA-WILKINS

"This dish is based off traditional lamb barbacoa from Hidalgo," said Chef Claudette Zepeda-Wilkins. "We replicate that with a caja china, smoking the lamb in maguey and avocado leaves."



ITALIAN HERB CRUSTED LAMB LOIN PIZZA

CHEF ADAM MOORE

Sprinkle with more fresh herbs, chili flakes, Parmesan cheese, and/or your favourite hot sauce after baking, for an extra kick of flavour.



BURNT WINTER SOUP

CHEF SOPHINA UONG

A little bit of tableside theatre goes a long way, like the jasmine tea brodo in Sophina Uong's Burnt Winter Soup with charred vegetables and Australian lamb.





Use
Economical
Cuts

BRAISED SHORTRIB CHOPPED SALAD

CHEF ETHAN SPEIZER, CHEF MARY O'NEILL
CRONADER AND JOSE MARTINEZ

This is how you make a salad crave worthy! True Aussie beef short ribs, sliced thin, add the protein appeal to a fresh, healthy salad with apples, mint and avocado.

For menu inspiration or to learn about
the quality and sustainability of
Australian lamb and beef, visit

www.lambandbeef.com



For more information, contact Sam Gill on
mena@mla.com.au



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