

A BREED

CELEBRATED
GLOBALLY FOR OUTSTANDING
BEEFY FLAVOUR



THE ULTIMATE "BIG EAT" PACKED WITH BOLD BEEFY FLAVOUR

RENOWNED FOR ITS GENEROUS CUTS OF MEAT AND PRONOUNCED BEEFY TASTE, RED HEREFORD IS REVERED BY MEAT LOVERS THE WORLD OVER.

With a natural disposition to the great outdoors, our Red Herefords spend most of the year in the fields. Just the right amount of sunshine and abundant rainfall create the perfect terrain for these superb animals to flourish. They mature naturally and quickly on a diet of lush green grass, growing much bigger and fleshier than other breeds.

These favourable conditions produce premium quality beef that's big and bold, yet at the same time wonderfully juicy and tender. The secret of this great taste is the perfect distribution of fat throughout each cut, which produces a consistently superb flavour and texture every time.

Red Hereford never disappoints. Its generous cuts and satisfyingly beefy taste makes it the quintessential 'big eat' - the perfect choice for real meat lovers.



FOR REAL MEAT LOVERS



CUSTOMER TESTIMONIAL

“The taste of Red Hereford beef is just outstanding - the grass, the breed and the craftsmanship gives it a unique flavour and character that is hard to match.”

Carl Dafgård - Dafgard, Sweden

Dawn Meats, Grannagh, Waterford, Ireland.
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TRULY TENDER

At Dawn Meats we've combined tradition and innovation to create the next generation of premium quality beef. Truly Tender is our unique, patented process that has been independently* verified to produce more consistently tender beef; which we validate day in, day out.

What this means is that the steak you get from Dawn Meats is not just tender it's Truly Tender.

*Validation studies conducted by the University College Cork in Ireland and the University of Reading in the UK.



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