




DAWN MEATS

**CONSISTENT
QUALITY
SUSTAINABLY
SOURCED**

**NATURALLY
BETTER**

BESPOKE BURGERS

Experience our tailor-made burgers, crafted to perfection to meet your exact specifications from our specialist facility in Carroll's Cross.

AT DAWN MEATS, our commitment to excellence spans over 40 years. Our state-of-the-art Frozen Burger facility in Carroll's Cross, Waterford, specialises in developing and supplying top-tier burger patties for some of the world's leading retail, wholesale and foodservice providers.

Each burger bearing the Bord Bia Quality Assured mark is a testament to our dedication to quality, food safety, and sustainability. This mark guarantees that our burgers meet the highest standards, meticulously verified at every stage from farm to pack, ensuring you know exactly where your food comes from.



Tailored to Your Tastes

Our bespoke burger process is designed with you in mind. We offer a unique selection of chilled or frozen patties made from fully traceable, grass-fed Irish beef. We use only the finest cuts of beef, seasoned with premium ingredients to deliver burgers that stand out in quality, flavour, and succulence.

STEP 1 – RANGE

For Every Preference

Our innovative burger range caters to a variety of tastes and dietary needs.

INCLUDING:

- ☐ **Species:**
BEEF / LAMB
- ☐ **Breed Specific:**
ANGUS / HEREFORD
- ☐ **Organic**
- ☐ **Whole Muscle**
- ☐ **Rustic / Homestyle**
- ☐ **Added Value / Flavoured**
- ☐ **Sliders / Mini**
- ☐ **Skinny**

STEP 2 – SIZE

Precision in Every Bite

Our burgers come in any shape and size.

BETWEEN:

- ☐ **Petite 1.5oz (42g) slider**
- ☐ **Hearty 12oz (340g) patty**



BENEFITS AT A GLANCE



Grass Fed



Gluten Free



Frozen



No Artificial
Ingredients



Minimal
Shrinkage



100% Recycled
Packaging



Quick Cook



Consistent Quality

Individually quick-frozen from fresh to preserve and lock-in flavour, natural juices and freshness

Consistent performance – flavour delivery, texture, juiciness and mouthfeel

Minimally seasoned for ultimate versatility and flexibility

Minimal weight loss / shrinkage once cooked



Speed of Service

Cook straight from frozen

No thawing necessary

Excellent speed to plate > reduced labour time

Service & Support

Superior sales support

Product excellence

On-time product delivery

Unmatched customer service

Reduced Waste

Pre-portioned to help reduce waste

100% recyclable packaging

12 month shelf life with no compromise on quality or flavour



SUPERB:

- ✓ Flavour
- ✓ Texture
- ✓ Juiciness
- ✓ Colour
- ✓ Mouthfeel

NO Artificial Ingredients

NO Added Preservatives, Colours or Flavourings



BURGER INNOVATIONS

Our experienced New Product Development team will collaborate closely with you to tailor burgers to your bespoke requirements, delivering a product that meets your exact needs.



FLAVOURED / ADDED VALUE BURGERS

Our development team is driven by a passion and commitment to create burgers of distinction, reflected in our extensive and innovative range. Our unique selection of frozen burger patties offers a variety of styles and formats, ensuring there is something for everyone.



Beef Quarter Pounders with Carmelised Red Onion and Emmental

Beef Quarter Pounders with Cheese and Onion

Chuck and Brisket Beef Burger



SMASH BURGERS

Perfect for creating a Smash Burger, our 100% beef pucks create more surface area for frying to produce a deeply crispy and juicy patty that's delightfully aromatic and flavourful. Produced using fully traceable grass-fed Irish beef these pucks create a deliciously caramelised crust when cooked to perfection. Ideal as a single burger or doubling up for the ultimate stack. Simply place each puck on to a hot grill and firmly apply pressure (smash down) with a burger press, for a unique, rustic, smashed burger.

100% Beef Pucks

Suitable for Foodservice and Retail

Perfect for Smashing

Gluten Free

Cook Straight from Frozen



HOW TO SMASH





THE PREMIUM BUTCHER offers an exceptional range of beef, handselected by our team of skilled craft butchers who have mastered their trade over generations. This unique blend of knowledge and tradition sets our premium range apart. Our grass-fed beef comes from farmers dedicated to sustainable, natural husbandry methods passed down through the years. Our butchers meticulously choose the finest cuts, a skill refined over decades, ensuring each piece is perfectly sliced and trimmed. The result is a collection of the best cuts, tailored to meet your highest standards. Experience excellence with The Premium Butcher.

	WHOLESALE	RETAIL	RETAIL
PER CASE	34 x 85g	4 x 170g	4 x 113.5g
WEIGHT PER CASE	2.89kg	9.52kg	5.448kg
CASES PER PALLET	120	50	80
PALLET WEIGHT	346.8kg	476kg	435.84kg
ORIGIN	Ireland	Ireland	Ireland
SITE EC CODE	IE 318 EC	IE 318 EC	IE 318 EC
GLUTEN	Gluten Free	Gluten Free	•
ALLERGENS	Allergen Free	Allergen Free	•

06

OUR BURGER BRANDS

Perfect for Retail, Cash & Carry and Foodservice.



OUR BLACK ANGUS BURGERS are crafted from fully traceable, grass-fed Irish Angus beef. Renowned for its pedigree and unique taste, Irish Angus beef offers unparalleled succulence and tenderness. The hallmark of this breed is the natural marbling that enhances every cut. When cooked, this marbling melts and infuses into the meat, creating a melt-in-your-mouth texture. We use only the highest quality cuts to ensure each Black Angus burger delivers consistent excellence in flavour, quality, and succulence. Enjoy the exceptional taste of Black Angus burgers.

	RETAIL (MONO FILM)	WHOLESALE
PER CASE	4 x 125g	16 x 200g
WEIGHT PER CASE	8.0kg	3.2kg
CASES PER PALLET	40	168
PALLET WEIGHT	320kg	563.2kg
ORIGIN	Ireland	Ireland
SITE EC CODE	IE 318 EC	IE 318 EC
GLUTEN	Gluten Free	Gluten Free
ALLERGENS	Allergen Free	Allergen Free



OUR RED HEREFORD premium burgers are made from fully traceable, grass-fed Irish Hereford beef. Our Herefords roam freely outdoors, maturing naturally on lush green grass, which helps them to grow bigger and fleshier than other breeds. This ideal environment produces beef that is exceptionally juicy and tender. The secret to this breeds superior taste lies in the finely grained marbling that runs through each cut, delivering a consistently superb flavour, texture, and tenderness in every bite. Enjoy the unmatched quality of Red Hereford burgers.

	RETAIL	WHOLESALE
PER CASE	6 x 200g	24 x 150g
WEIGHT PER CASE	7.2kg	3.6kg
CASES PER PALLET	80	136
PALLET WEIGHT	576kg	489.60kg
ORIGIN	Ireland	Ireland
SITE EC CODE	IE 318 EC	IE 318 EC
GLUTEN	Gluten Free	Gluten Free
ALLERGENS	Allergen Free	Allergen Free



OUR STOCKMAN'S BRAND delivers the greatest steakhouse burgers, crafted from the finest quality 100% Irish beef, fully traceable back to the farm. Each bite is consistently succulent, juicy, and tender, ensuring an unforgettable burger experience. There's simply no better beef than Irish, and we bring this exceptional quality to every burger we make. Celebrate the rich flavours and superior quality of market-best Irish beef with Stockman's. Indulge in a taste that guarantees consistent excellence and a superior dining experience every time.

	RETAIL (MONO FILM)	WHOLESALE
PER CASE	4 x 85g	34 x 85g
WEIGHT PER CASE	5.44kg	2.89kg
CASES PER PALLET	40	120
PALLET WEIGHT	217.6kg	346.8kg
ORIGIN	Ireland	Ireland
SITE EC CODE	IE 318 EC	IE 318 EC
GLUTEN	Gluten Free	Gluten Free
ALLERGENS	Allergen Free	Allergen Free



OUR DAWN CHEF BRAND is designed to deliver exceptional value to customers promising quality, taste and consistency. Our state-of-the-art facilities operate at the highest global food safety and quality standards. Every step of our process is carefully managed to guarantee our products are produced to the highest standards, responsibly sourced, correctly labelled, and fully traceable. Our experienced team collaborates with you to understand your requirements, tailoring our range to guarantee customer satisfaction and maximise your return. Dawn Chef delivers consistent quality meat products from sustainable sources, ensuring excellence in every bite.

	AMERICAN STYLE QP	CHEESE & ONION QP
PER CASE	40 x 113.5g	54 x 113.5g
WEIGHT PER CASE	4.54kg	6.13kg
CASES PER PALLET	120	120
PALLET WEIGHT	544.80kg	735.60kg
ORIGIN	Ireland	Ireland
SITE EC CODE	IE 318 EC	IE 318 EC
GLUTEN	Yes	Gluten Free
ALLERGENS	Gluten	Milk



CONTACT US TODAY

We welcome enquiries about new products and would be delighted to talk to you about how we can produce and supply burgers for your retail or foodservice brand. Our experienced team will work closely with you to tailor your burger to your bespoke requirements.

EMAIL: sales@conveniencefoods.ie
PHONE: +353 51 295295