

Casterbridge[™] grain-fed beef
For chefs who insist on quality, without exception



fairfaxmeadow
putting great meat on the menu

Casterbridge[™]



A quest for excellence

At Fairfax Meadow we're proud of the quality of our meat, the professionalism and personal approach of our customer relations, and the reliability of our service.

We enjoy an unrivalled reputation for excellence throughout the foodservice sector. We guard that reputation jealously and are constantly exploring innovative ways to exceed our customers' expectations.

A philosophy that led directly to the development of our Casterbridge grain-fed beef.

Casterbridge grain-fed beef is a genuinely unique product from Fairfax Meadow. It has been introduced specifically for discerning chefs who are passionate not only about quality, but determined that such quality is delivered without exception.

Quality is recognised universally only through consistency. So confident are we in our newest product that we've given it its own brand name.

The perfect ingredients mix

Many factors affect the quality of meat. We believe that above all else, great meat comes as a result of selective breeding, dedicated rearing and expert maturation.

These are precisely the qualities that distinguish Casterbridge grain-fed beef – and why it tastes so good, consistently.

Only English beef, sired from traditional breeds and sourced from selected farms in the six counties of south-west England, is used to produce Casterbridge. All animals are selected to our high specifications and we have contracts in place with each of our supplier farmers to ensure that all animals are finished to the required standards.

All cattle are finished on a natural grain diet that ensures a controlled protein intake and guarantees a consistently high quality. All meat is processed in Somerset – improving animal welfare and reducing food miles. Casterbridge beef is matured on the bone to give its distinctive succulence and traditional flavour.

In short, the perfect combination of traditional methods allied to modern practices to produce a contemporary product of the highest quality.



Working in Partnership

The Casterbridge brand would not be possible without the unique partnership arrangements we have with our producers. Two of the farmers involved, from Dorset and Devon share their experience and their contribution to the Casterbridge brand.



FARMER: John Hoskins

FARM: Maiden Castle Farm, Dorchester, Dorset

John Hoskins describes his business very much as a family partnership – with his wife Hilary and sons Richard and Mark very much involved. The land at Maiden Castle has been farmed for 5,000 years – the farm contains the site of the oldest Iron Age fort in Europe.

With such a history, John is quick to point out that he combines the best of traditional farming methods with the benefits of a more modern approach and techniques to achieve greater consistency in meeting the quality standards he has set for the farm.

John carefully selects cross bred beef store cattle which he grazes on grass before bringing them in to open sheds to be finished on a cereal diet – much of it grown on his own farm. He sees this as an ideal way to ensure the right growth and conformation specifications on an individual animal basis and to achieve greater consistency in the final product.

He is committed to the cost-plus partnership arrangement that is the basis for the sourcing policy behind Casterbridge grain-fed beef. The system allows better management and planning and provides a more predictable platform for further re-investment and growth.



FARMER: Jilly and Edwin Greed

FARM: Fortesque, near Exeter, Devon

With her husband Edwin, Jilly Greed maintains a suckler herd of up to 70 South Devon and Blonde cattle. A natural, seasonal production system provides Spring calves which are kept on a diet of cow's milk and grass for the first 5 to 6 months.

The animals are brought into open sheds for the winter and fed a cereal diet. The following summer is a return to grass before finishing is again based on a cereal diet designed to ensure optimum quality and consistency.

Jilly is another advocate of the system, stating unequivocally that consistency of quality is fundamental and she maintains wholeheartedly that this is best achieved in the controlled cereal diet system. Well-known throughout the south west for her passionate advocacy of supply chain co-operation and integration, Jilly believes that the technical and business advice that comes as part of the Casterbridge collaboration not only has an immediate impact on operational efficiency, but will have a longer-term benefit for farmers.



"consistency of quality is fundamental"

Casterbridge™

Expertly brought together

At Fairfax Meadow we're not only ready to deliver Casterbridge grain-fed beef to chefs throughout the country – we're fully confident you'll be totally satisfied with the result. But don't just take our word for it: we've been working with chefs who share our passion for perfection and here's what they've got to say about Casterbridge.



CHEF: Paul Bates
InterContinental Hotel, Mayfair, London

Paul Bates is the executive chef at the InterContinental Hotel in London's Mayfair. He was first introduced to Casterbridge Beef at his previous hotel where he was also executive chef for six years. Paul has remained a real fan of Casterbridge grain-fed beef.

"While I'm keen to serve as much English produce as possible, I would never sacrifice quality. With Casterbridge grain-fed beef I know I'm serving English Quality Standard beef where I can be totally confident about the quality and absolutely certain about consistency. Casterbridge has a lovely flavour: it has good marbling, the fat is a beautiful colour, it has a delicious aged flavour, it's tender and moist to the taste."



Extra guarantee

Fairfax Meadow is also proud to be a member of the EBLEX Quality Standard scheme and we share the commitment to excellence this independently-audited scheme promotes. Not only is Quality Standard beef and lamb produced to higher standards than required by law, the EBLEX scheme is unique as the only one of its kind to include eating quality.

And with added reassurance of the Casterbridge grain-fed beef brand, chefs can be confident in the tenderness and succulence of their beef – always.



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CHEF: Andrew Mackenzie
Lainston House Hotel, Winchester

One of the earliest users of Casterbridge grain-fed beef is chef Andrew Mackenzie at Lainston House Hotel near Winchester. Andrew counts among his more famous guests former US President George Bush senior, who when he tasted Casterbridge beef confirmed it was on a par with anything he had ever tasted – "not a bad endorsement coming from a Texan," said Andrew.

"We live off the feedback from our guests and we've had nothing but praise when we've served Casterbridge. We often have menu tastings ahead of functions such as weddings where we're asked, as you might expect, for chicken and lamb dishes. I've started putting a Casterbridge beef dish into the tasting and without fail that's what guests choose. The product is absolutely fantastic and has been great for us."



CHEF: Jason Atherton
Maze and Maze Grill, Mayfair, London

Restaurants Maze and Maze Grill situated in London's Mayfair have become well known for dishes created by chef patron Jason Atherton. His enthusiasm for food is evident through his imaginative menus which are complemented by Casterbridge beef - the perfect way to bring quality and flavour to the table.

"Casterbridge grain-fed beef appeals to me on so many levels. It not only has a wonderful flavour but the quality, which is underpinned by the Quality Standard Mark, gives me the confidence that my customers will really enjoy it. By using Casterbridge beef over the past two years in Maze and particularly Maze Grill, it has allowed me to develop an uncompromising steak menu and by simply grilling the meat when cooking, the succulent flavours of the Casterbridge grain-fed beef really come to life."



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To discover more about Casterbridge grain-fed beef contact Fairfax Meadow today:

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