

Great New Meal Solution for Consumers



The new range of beef and lamb mini joints are what the retail market needs!

Extensive consumer and trade research highlights the year-on-year decline in the roast as a meal solution in the home. This is due to changes in modern society, smaller families, eating habits and busy lifestyles. Consumers want a new approach to carvery products which are smaller, easy to prepare and cook, better value for money, good quality and full of flavour. These products are attractive propositions for the whole retail market. They are aimed at the dining for two market and smaller families who want smaller joints. They are perfect for the more mature market who eat smaller portion sizes and smaller products which are more manageable and easy to prepare and carve. They are fantastically popular for parties and key dates such as Easter time and barbecues. People can mix and match different beef and lamb products buffet style. The new Carvery range is the solution to the problems the traditional larger joints are suffering from in the market. Foodservice has led the way in proving how successful and popular these products can be.



No Plate Waste

Perfect for Retailers

Profit Potential

Modern Consumer

Great for key dates

More Meal Occasions

No Plate Waste

Quick Cook

Fantastic on the Barbecue

Perfect for the Retailer

FRESH IDEAS FOR ROASTS

INNOVATION BRINGS PROFITS

THE CARVERY MINI JOINTS

QUICK · TASTY · MODERN

Marketing initiatives, product launches and promotional support

EBLEX is here to help support and increase your beef and lamb sales. The Carvery mini joint range has trialled successfully in the foodservice sector and now it's time to benefit from these products in retail markets and for the consumer to enjoy eating beef and lamb mini joints in the home.

EBLEX can provide you with a range of marketing support from POS materials, consumer recipe support, informative labelling, innovative packaging and on-pack awareness.

For more information on this exciting new Carvery range and how EBLEX can introduce the range into your retail outlet call Mike Whittemore, Head of Trade Marketing on 07973 702418

EBLEX insight INTO NEW ROAST IDEAS

For more information visit www.eblextrade.co.uk
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EBLEX is a division of the Agriculture and Horticulture Development Board.



NEW CARVERY MINI JOINTS

QUICK · TASTY · MODERN



After product trialling and research, the results have been fantastic

The carvery range is another example of the EBLEX New Product Development team reacting to changing market dynamics in the foodservice and retail sectors. Working with Nigel Haworth has been extremely beneficial in terms of in-depth research and product evaluation on dining and product concepts. Nigel has also launched the new range onto menus in his restaurants and pubs and the results have been outstanding.

In the first week, 50% of all sales were through the launch of the new range. These have continued with impressive results, with red meat turnover up by 28%. The range has proved to be particularly popular in the early evening.

The sharing platter for two has been the most popular dish and customer feedback has been fantastic.

13.8%

of all sales from the start of the trial. Increasing red meat sales during the week with midweek dining



gross profit margin average

72%

profit from these new cuts

Nigel's customers repeatedly reported that the new cuts have fantastic textures, flavours and succulence. Many customers enjoyed the new dining experience as they love the sharing platters. It is a more interesting and interactive way to enjoy roasting joints and diners can share and mix and match. Lots of positive feedback on perfect portion size and decreased plate waste giving consumers good value for money.

These positive results from the research and trialling

THE CARVERY MINI JOINTS

QUICK-TASTY-MODERN

undertaken are telling us that there is a gap in the retail market for the carvery mini joint range. Consumers want roasting joints which are quick to cook, easy to prepare and easy to manage. More interesting and versatile and better value for money. The carvery range can produce all this and, with the right marketing campaign behind it, consumers can start enjoying beef and lamb roasting joints in the home again, not just for the Sunday roast, but for midweek menu planning.

Modern Consumer

More Meal Occasions

These new mini roasts have made a big impact on sales in my pubs

"I've recently introduced the new range of beef and lamb mini joints onto my menu and the outcome has been very positive. The new range of mini joints has really opened my eyes to new concept dining for quality restaurants and hotels. They have made a fantastic difference on my restaurant menu."

"The new range has had a big impact, the products are easy to cook and provide quick meals for my customers and quick turnaround for the kitchen. My chefs have been impressed by the quick cooking time and are finding the products easier to handle and serve".

"The mini roasts provide versatile new meal options for my guests from sharing platters for two which is a more fun and interesting alternative to the traditional Sunday roast. They are great for parties who want a different dining experience where they can share and try different beef and lamb dishes. The mini joints are fantastic for older diners who find the smaller joints great for portion control as they are not over facing and provide great value for money".


Nigel Haworth
Quality Standard Mark
Scheme Ambassador



Watch Nigel demonstrate cooking these cuts at www.eblextrade.co.uk

No Plate Waste

Satisfied Customers

PRODUCT RANGE

THE CARVERY MINI JOINTS

QUICK-TASTY-MODERN

PURCHASING GUIDE

The Carvery Mini Joint range trialled by Nigel Haworth

Mini Joints (Brisket)

EBLEX Code: **Brisket B003**

All bone, cartilage and fat deposits are removed from the brisket. The joint is then cut into mini joints of required weights and secured with roasting bands. The diameter of the joint is approx 60mm-70mm. Maximum fat thickness 5mm.



Picanha Roast (portions)

EBLEX Code: **Rump B007**

Cut from the cap muscle of the rump. Delicious flavoured portions containing a thin layer of scored natural fat. Weight range 125g-200g for individual portions or 375g-450g for two larger portions.



Silverside Mini Joints (with added fat)

EBLEX Code: **Silverside B003**

All connective tissue and gristle are removed from the silverside. The remainder is cut into mini joints and a 5mm layer of fat is added and secured with roasting bands. The diameter of the joint is approx 60mm-70mm. For this cut the silverside should be matured for a minimum of 14 days.



Rump Bistro Muscle

EBLEX Code: **Rump B019**

This premium muscle comes from the most tender part of the rump and contains no gristle.



Mini Roast (Thick Flank)

EBLEX Code: **Leg L013**

A thick flank joint with the ends squared off.



Leg Noisette Joint

EBLEX Code: **Leg L014**

Prepared from the silverside muscle of the leg. Even in diameter and easy to cut into noisettes after cooking.



Victoria Roast

EBLEX Code: **Forequarter L009**

A deboned and highly trimmed shoulder rolled into two equal-sized joints.



"Premium" Lamb Sirloin

EBLEX Code: **Loin L015**

Highly trimmed loin of lamb with the fat left on but the bark removed.



Full specifications of the entire mini joint range are available at: www.eblextrade.co.uk

Topside Mini Joints (with added fat)

EBLEX Code: **Topside B006**

Mini Joints Centre Cut

EBLEX Code: **Thick Flank B005**

Mini Roast (Topside)

EBLEX Code: **Leg L011**

Rump Portion (Boneless)

EBLEX Code: **Leg L030**

Lamb Rib Eye Joint

EBLEX Code: **Forequarter L031**

Shoulder Noisette Joint

EBLEX Code: **Forequarter L010**

Modern, quick and tasty

The new mini roasting joints are perfect for the modern consumer. Cultures, traditions and fashions are always evolving and defining what food people eat, how they cook it and how it affects their lifestyles. Consumers want exciting, inspiring, tasty food products which suit their lifestyle routines. Traditional roasting joints are old-fashioned and are becoming a thing of the past.

A main advantage of the new range is the shorter cooking time, with mini joints only taking, on average, 20 minutes to oven cook. Extremely practical for the modern consumer with busy lifestyles and limited time to cook meals. The mini joints are perfect for midweek meal solutions where a traditional larger joint is often overlooked during the week due to time constraints.

Mini joints are easy to handle and carve due to the smaller, more manageable size. Great for consumers who may lack confidence cooking larger joints. These smaller joints are less daunting, perfect for the elderly and time-conscious consumers.

These mini joints are extremely versatile for creating different taste sensations. Each cut has distinctly different textures and flavours which can be enhanced through adding herbs, aromatics, rubs and marinades. They are succulent, tender and full of flavour.

TAKE A FRESH LOOK AT YOUR ROAST PRODUCT RANGE


Mike Whittemore
Head of Trade Marketing



Tough standards. Tender results.