



AUTUMN WAYS WITH

Welsh Beef

Find out why the EU has awarded Welsh Beef
the PGI mark of quality at eatwelshbeef.com





Protected Geographical Indication (PGI)

The lush green pastures in Wales provide the ideal habitat for cattle, producing tender meat with bags of flavour.

Welsh Beef's distinctive quality has been recognised by the European Union (EU) as having unique regional characteristics and has been awarded the coveted status of Protected Geographical Indication (PGI).

PGI designation was developed by the EC to encourage diverse agricultural production; protect product names from misuse and imitation; and to help consumers by giving them information concerning the specific character of the products.

PGI establishes a link between the quality, traditions and environment of an area and, in the case of Welsh Beef, this means you can be assured that only cattle born and reared in Wales – which are fully traceable and have been processed in approved abattoirs – can be sold as Welsh.

With inspections at every stage of the supply chain, Welsh Beef's quality standards, food safety and traceability are first class – producing some of the best and tastiest beef money can buy.



When top chefs select beef for their restaurants, they always choose Welsh because it's fresh, full-flavoured and succulent, and it helps support Welsh Farmers.

But home cooks needn't worry that all the best Welsh Beef is destined for restaurants or shipped abroad – in fact, butchers and supermarkets will have a range of Welsh Beef cuts and joints for you to choose from – just ask your butcher or check the label for its country of origin.

So, visit your butcher or supermarket today, pick up some Welsh Beef and try these fantastic family recipes which are perfect for any occasion.

For more information about Welsh Beef, visit eatwelshbeef.com



SLOW BRAISED WELSH BRISKET BOURGUIGNON

Serves: 6

Cooking time: Approximately 2½ hours

Temperature: Gas Mark 3, 170°C, 325°F

Ingredients

1.25kg (2½lb) lean Welsh brisket or silverside beef, boned and rolled
15ml (1tbsp) oil
2 cloves garlic, squashed
10 shallots, peeled
Seasoning
300ml (½pt) beef stock
300ml (½pt) red wine
2 parsnips, peeled and cut into large chunks
175g (6oz) mixed mushrooms
15ml (1tbsp) olive oil
1 onion, sliced
100g (4oz) smoked dry cured bacon, cut into pieces
30ml (2tbsp) fresh flat leaf parsley, roughly chopped

Method

Heat the oil in a large saucepan, add the joint and brown all sides, add the garlic and shallots and lightly brown.

Place in a deep ovenproof casserole, season and add stock, red wine and parsnip. Cover and cook for 2½ hours in the oven or on the hob. Add the mushrooms during the last 30 minutes of cooking time. Heat the oil and lightly fry the onion and bacon until crispy.

Serve scattered with the onion, bacon and parsley.

Serve with creamed potatoes and seasonal green vegetables.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

BRISKET/SILVERSIDE BEEF

Lean cuts of beef that are suitable for pot-roasting in liquid, such as stock, wine or cider, with added flavourings or vegetables, herbs or spices. The meat should be cooked slowly in no more than 250ml (½ pint) of liquid to each 500gms of meat and allowed to simmer only until the meat is tender.



ROASTED WELSH BEEF TOPSIDE

with damson and 5 spice

Serves: 4-6

Cooking Time: Rare - 20 minutes per 450g/½kg (1lb) plus 20 minutes. Medium - 25 minutes per 450g/½kg (1lb) plus 25 minutes. Well done - 30 minutes per 450g/½kg (1lb) plus 30 minutes

Temperature: Gas Mark 4-5, 180°C, 350°F

Ingredients

1.25kg (2½lb) lean boneless Welsh beef topside joint
45ml (3tbsp) damson or plum jam
2.5ml (½tsp) Chinese 5 spice
Fresh beetroot, scrubbed
New potatoes, scrubbed

Method

Weigh the joint and calculate the cooking time using the timings above. Place joint on a rack in a roasting tin. Place beetroots and potatoes around the joint and cook for about 40 minutes until tender (depends on the size) – remove and keep warm. Mix together the damson jam and 5 spice.

Twenty minutes before the end of cooking brush or spoon over the joint – repeat this 5 minutes later.

Open roast in a preheated oven.

Serve thick slices of beef with roasted beetroot and potatoes and use the meat juices to drizzle.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

BEEF TOPSIDE

Topside is a lean cut of beef suitable for roasting, with little or no fat, can also be purchased with a thin layer of fat tied to it. You should choose the proportion of fat to lean, to suit your preference. After cooking your joint for the required amount of time always rest the joint for a good 10 minutes before carving.



WELSH BEEF STRIPS AND DIPS

Serves: 2

Cooking time: Approximately 10 minutes

Ingredients

225g (8oz) lean thick Welsh beef rump or sirloin steak

Dips

Chilli Apple:
30ml (2tbsp) pre-made apple sauce
15ml (1tbsp) sweet chilli sauce

Bonfire BBQ:

45ml (3tbsp) tomato ketchup
15ml (1tbsp) sweet chilli sauce
15ml (1tbsp) pre-made apple sauce
10ml (2tsp) mustard

Pear Salsa:

1 ripe pear, peeled and chopped
1 spring onion, thinly sliced
15ml (1tbsp) fresh coriander, chopped

Method

Season beef steak liberally with black pepper. Cook on preheated griddle plate or grill for 3 minutes each side for medium cook.

Meanwhile make the dips

Chilli Apple: Mix all the ingredients together and chill for 10 minutes before serving.

Bonfire BBQ: as above.

Pear Salsa: as above.

Cut the steak into thick strips and serve with a large handful of rocket leaves and warm rosemary foccacia.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

RUMP/SIRLOIN STEAK

These are slices of the most tender cuts of beef which are suitable for frying, grilling and barbecuing. Steaks should not be pierced with a fork during cooking as this will result in vital juices escaping and the meat drying out. Steaks should be turned once only during the cooking process.



WELSH BEEF AND COUNTRY VEG PIE

Serves: 4

Cooking time: 2 hours

Temperature: Gas Mark 4-5, 180°C, 350°F

Ingredients

450g (1lb) lean Welsh beef braising cubes
15ml (1tbsp) oil
1 onion, cut into wedges
2 cloves garlic, squashed
2 sprigs fresh thyme
2 sprigs fresh rosemary
8 baby carrots, scrubbed and left whole
2 parsnips, peeled and cut into chunks

225g (8oz) butternut squash or sweet potato, peeled, seeds removed and cut into cubes
50g (2oz) pearl barley
300ml (½pt) beef stock
15ml (1tbsp) gravy granules
Seasoning
500g puff pastry
Beaten egg and milk

Method

In a pan heat oil and brown beef cubes with the onion and garlic for 4-5 minutes. Add all remaining ingredients except pastry and bring to the boil. Transfer to a large ovenproof pie dish.

Roll out puff pastry big enough to cover the pie dish. Dampen the edge of the dish with a little water and place pastry on top of the meat mixture, trim off any excess pastry and lightly press the edge to seal. Brush with beaten egg and milk and place into a preheated oven for approx 1½-2 hours, cover with foil once the pastry is risen and golden to prevent burning. Serve with steamed green vegetables and extra gravy if you wish.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

BEEF CUBES

Select diced chuck or blade which is a fairly lean, high quality cut of beef and is suitable for braising, stewing and is excellent for pie fillings.



SPICED WELSH BEEF STUFFED PUMPKIN

Serves: 4

Cooking time: Approximately 50 minutes

Ingredients

450g (1lb) lean Welsh beef mince
1 onion, sliced
2 cloves garlic, crushed
1 courgette, cut into cubes
400g can (approx) chopped tomatoes
30ml (2tbsp) tikka curry paste
15ml (1tbsp) tomato purée
30ml (2tbsp) mango chutney
8 cherry tomatoes, halved
1 large or 3 small pumpkins or squashes, cut lid off and scoop seeds out
Fresh coriander to garnish

Method

In a large non-stick wok or saucepan dry fry the mince until browned. Add the onion and garlic and cook for 1-2 minutes.

Add the remaining ingredients and bring to the boil.

Place the pumpkin in the bottom of a deep roasting pan.

Fill with the mince mixture, add a splash of water to the bottom of the pan and cover the whole pan with foil.

Cook for 50 minutes or until the pumpkin is tender.

Serve with crusty bread or toasted naans.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

BEEF MINCE

Typically prepared from a variety of lean beef cuts, minced beef is an extremely versatile meat from which you can prepare an extensive range of innovative meals as well as the firm favourites such as cottage pie and chilli beef. Meals prepared in minutes not hours!



SLOW COOKED CHUNKY WELSH BEEF

with tomatoes, chilli and chorizo served with basil mash

Serves: 3-4

Cooking time: Approximately 2 hours

Temperature: Gas Mark 4-5, 180°C, 350°F

Ingredients

450g (1lb) Lean Welsh beef
braising steak, cut into chunky
cubes
5ml (1tsp) oil
2 cloves garlic, squashed
25g (1oz) chorizo sausage, sliced
1 green chilli, cut in half,
deseeded and sliced
1 red pepper, deseeded and cut
into chunks
400g approx can black eye beans,
rinsed and drained

30ml (2tbsp) tomato purée
8 black olives
150ml (¼pt) beef stock
400g (approx) can chopped
tomatoes
30ml (2 tbsps) fresh flat leaf
parsley, roughly chopped

Method

Heat oil in a large ovenproof dish. Add beef cubes and brown all over.

Add chorizo sausage and cook for 1 minute. Add all remaining ingredients except parsley and stir well, cover with a lid and cook for 1½-2 hours until meat is tender.

Sprinkle with parsley and serve with mashed potato with roughly torn basil stirred through.

A CUT ABOVE ... Make your food taste great by using the right cut of Welsh Beef

BEEF CUBES

Select diced chuck or blade which is a fairly lean, high quality cut of beef and is suitable for braising, stewing and is excellent for pie fillings.