

CHOSEN BY PEOPLE
IN THE KNOW



BLACK ANGUS



150 YEARS OF PURE PERFECTION

Black Angus is the ultimate expression of premium quality Irish beef. Famed for its undisputed pedigree and unique taste, Black Angus boasts succulent, tender meat of unmatched character and distinction.

Angus has a pedigree that can be traced back over 150 years. But it's not just the impeccable credentials that make it so sought after, the magic lies in the taste. Our Black Angus is synonymous with exquisitely tender cuts of premium Irish beef, aged on the bone for a wonderful depth of flavour.

The true mark of this breed is the unique marbling that runs through each cut. When cooked, these natural fats infuse into the meat, creating a delicately melting texture that's consistently tender and delicious.

It goes without saying that Black Angus is the brand of choice for those in the know - the farmers who nurture this magnificent breed, the butchers who craft each delicate cut and the esteemed restaurateurs across the globe who insist on asking for it by name.





CUSTOMER TESTIMONIAL

“Since we started supplying Black Angus for all our signature steaks on board the Oscar Wilde steakhouse, customer demand has increased. The quality and the consistency of the premium product as well as the feedback from our customers has been terrific. I would have no hesitation in recommending this product to anyone who requires premium steak offering for their business.”

FERGAL KELLY - IRISH FERRIES

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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