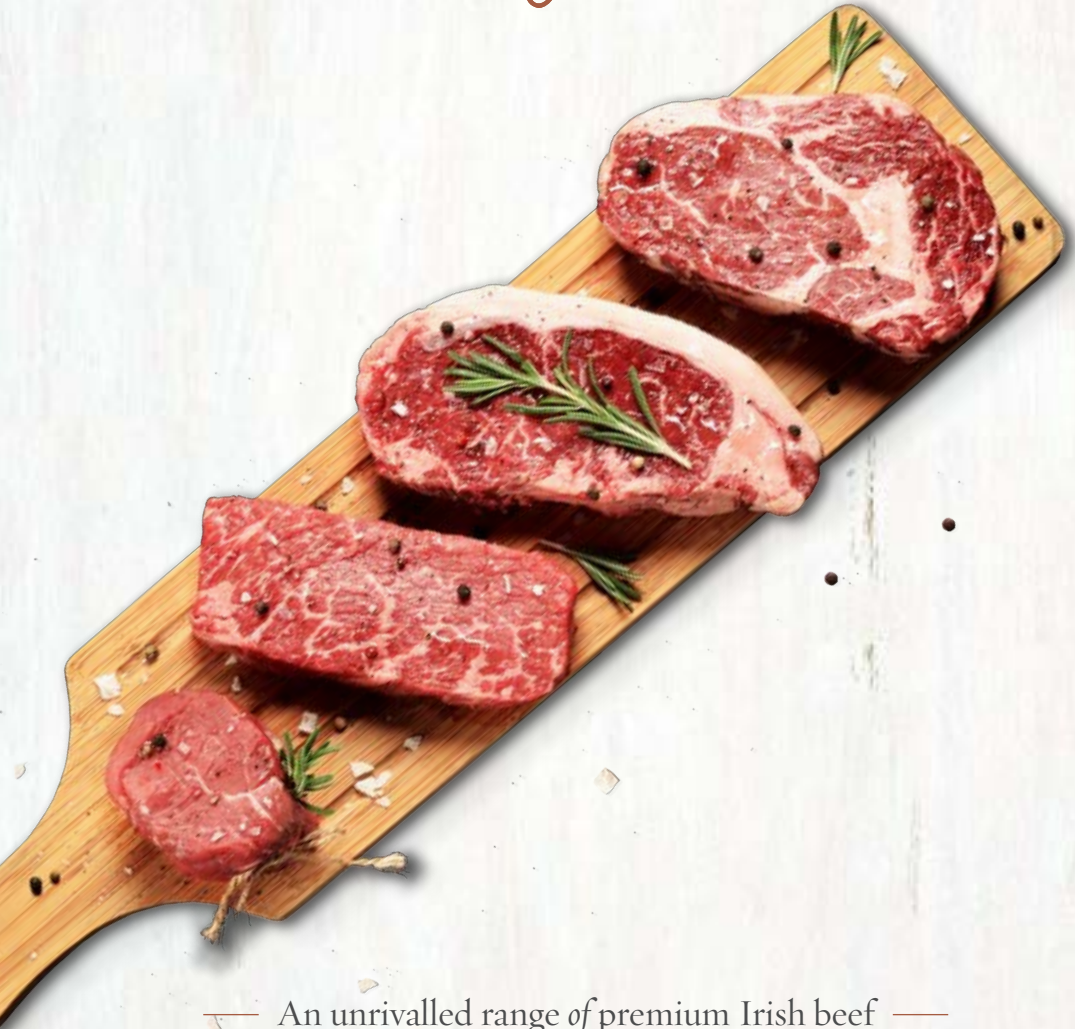


PREMIUM BUTCHER

THE FINE ART OF



IRISH BUTCHERY



— An unrivalled range of premium Irish beef —
Crafted with true butchery excellence



Unmistakable Quality

The Pinnacle of Meat Excellence

The Premium Butcher is a celebration of the very best meat Ireland has to offer. The pinnacle of meat excellence, this superb range has been carefully selected by our own team of craft butchers who have been practising the true art of butchery for generations.

It's the perfect balance of knowledge and tradition that makes this premium range so distinctly unique. Our grass-fed beef is sourced from farmers who raise their cattle, using natural, sustainable husbandry methods passed down from generation to generation.

Our craft butchers hand-select the finest cuts of meat, a skill honed over decades. Each piece is then carefully sliced and trimmed to guarantee perfection every time. The result is an impressive range of the very best cuts, tailored to your exacting requirements.

Customer Testimonial

“Delicious prime beef of superb quality, this is exactly what you taste with The Premium Butcher. We have customers ordering it every week due to the taste, tenderness and packaging which gives an extra personal touch to the brand.”

FRIGO; FRANS POELS - BELGIUM

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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