

## The Original Aussie Beef Breed Put to The Taste

The Murray Grey's day in the spotlight at the Stonegrill Restaurant during Beef Australia 2009, was a resounding success. Purebred Murray Grey Beef steaks were made available to the Stonegrill Restaurant Chef/Manager, Will Cordwell who featured the breed at Beef 2009 on Wednesday 6th May.

The Stonegrill restaurant situated on a main thoroughfare, gave the Murray Grey breed one of the best possible opportunities available during Beef 2009 to promote our quality beef to the general public.

Patrons were lined up all day to have the chance to taste 'Australia's Own Beef', with many a consumer being quoted as saying the Murray Grey Steak they had eaten was the 'best steak they had ever eaten' or 'the most tender meat they had eaten'.



The cattle were sourced from stud and commercial beef producer, Tim Perkins of The Ultimate Murray Grey Stud, Condamine. Tim states that his breeding objectives include Taste, Tenderness and Temperament. This is why the Murray Grey is his preferred breed.

Stonegrill is recognized as being one of the healthiest methods of cooking, and is now featured in hundreds of restaurants world-wide. The absence of oils or fats and the quick searing of the product at a specific temperature ensured a delicious meal which is healthier and lower in calories than traditional cooking methods.

The Stonegrill cooking method combined with the quality Murray Grey Beef meant that consumers had their taste buds tantalized and ensured that they walked away from Beef 2009 with Murray Grey Beef on their mind. People who had eaten at the Stonegrill on the Wednesday made their way over to the Murray Grey stand the following day to receive more information on the breed.

The venture was a valuable opportunity to show why Murray Greys are consistent winners in Taste Test Competitions Australia wide and proved that Murray Greys do produce Australia's greatest Beef.

