

Busy beef

Research and development project

P.PSH.1319 – “WeeknightCook” getting red meat back on the weeknight household menu

Process

Sous vide cooking protocols.

Summary

87% of meals eaten at home are seen as a standard weekday evening meal. However, compared to our protein competitors, beef and lamb continues to lag in terms of perceived ‘everyday suitability’ and versatility.

Recognising the need for red meat – in particular cuts outside of mince and steak – to become more convenient for our consumer, this project has developed and tested a range of simple, easy to prepare sous vide red meat and sauce meals which aims at addressing the weeknight meal occasion.

The aim was to utilise the WeeknightCook brand to divert consumers away from chicken, converting them to beef and lamb as an everyday meal option which will encourage trial and repeat purchases of beef and lamb options for the home menu. Whilst the range can be enjoyed by the family for any meal occasion, the “WeeknightCook” branding addresses a significant challenge that deals with the preparation and cooking time required for mid-week, red meat meals.

Recognising that a range of ready-to-heat meals and meal kits already exists in market, WeeknightCook has been designed to fill a gap in the market. The range offers a serving of 650 grams of meat to serve four, that is easily prepared and cooked in under 30 minutes, catering for parents of young families who cook, working professionals who like to cook and those that are time poor but enjoy healthy and nutritious meals.



Outcomes

This project has demonstrated a convenient red meat offering and in addition, it drives efficiencies by value adding and utilising more of the carcass, therefore returning higher yield to the processor/farmer, which will translate into increased value and incremental volume back to producers.

MLA first presented to industry sous vide – a cool/chill-in-the-bag process back in 2010 which now has wide commercial adoption.

A 2–3 X value multiplier for the raw red meat ingredients is estimated to be achievable as a result of the sous vide cooking intervention.



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the QR codes

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