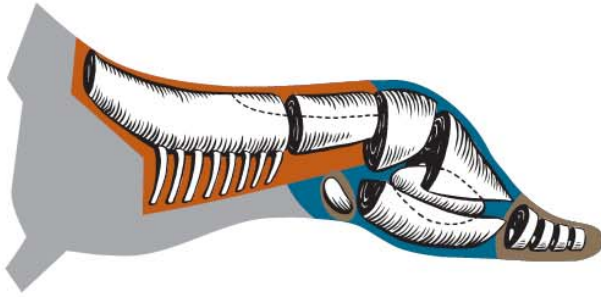


Cervena Cutting Tips Reference Card



● THE SADDLE CUTS

● THE DENVER LEG CUTS

THE SADDLE CUTS

The most traditional of venison cuts, the Saddle contains two rib racks, two strip loins, two shortloins and two tenderloins.

8 RIB RACK

Use: Roasts, chops or cutlets



STRIPLOIN/SHORTLOIN

Use: Steaks, medallions, noisettes, roasts, stir fries



TENDERLOIN

Use: Steaks, medallions, noisettes, roasts, stir fries



THE DENVER LEG CUTS

The hind leg is comprised of four sub-primal muscles that can be broken down into restaurant-ready cuts, or bought further desinewed and trimmed as the Denver Leg.

RUMP (SIRLOIN BUTT)

Use: Medallions, noisettes, butterfly steaks, mini roasts



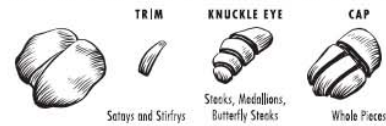
TOP ROUND (TOPSIDE)

Use: Medallions, noisettes, steaks, roasts



KNUCKLE

Use: Medallions, butterfly steaks, steaks, roasts



BOTTOM ROUND (SILVERSIDE)

Use: Medallions, noisettes, butterfly steaks, long steaks, roasts



OSSO BUCCO

Use: Slow cooking and braising



FLANK STEAK

Use: Quick grills, fajitas, stir fries





Cervena Cooking Guidelines

Cervena is naturally tender and requires no marinating. The cooking suggestions given here are a guide only, as pan and grill temperatures vary. Times are based on a preheated pan, grill or oven.

STEAKS, MEDALLIONS, BUTTERFLY STEAKS, NOISETTES

- ◆ Cook over high heat 2 minutes each side.

ROASTS

- ◆ Seal meat over high heat. Cook in preheated 450°F (220°C) oven, allowing 6 minutes for every inch (2.5cm) of thickness.
- ◆ Minimum 15 minutes for rare roasts.
- ◆ Rest for 5 to 8 minutes.
- ◆ Cook over high heat for 30 to 40 seconds.

NUTRITIONAL COMPARISON (BASED ON 100 GRAM COOKED PORTIONS)

	CALORIES	FAT	CHOLESTEROL	PROTEIN	IRON
		(gm)	(mg)	(gm)	(mg)
CERVENA, LEG CUT, ROASTED	157	6	73	27	4
BEEF TOPSIDE, LEAN, ROASTED	183	5	81	34	4
LAMB LEG, ROASTED	199	12	92	23	3
CHICKEN LEG, NO SKIN, GRILLED	197	11	148	24	3
SALMON, BROILED	165	6	71	25	1

Source: New Zealand Food Composition Database, Department of Scientific and Industrial Research, Palmerston North.

Quality Assurance, From Pasture to Plate

THE FARMS

Cervena farmers are required to meet exacting standards to ensure the quality of their product. They don't use steroids or growth promotants.

Their animals have the freedom to roam while they graze on an ideal diet of grass. And every year their practices are measured against the strict criteria of the Deer Quality Assurance program.

THE DEER

Three types of deer are farmed in New Zealand – Fallow, Red Deer and North American Elk (Wapiti). Approximate hook

weights are 28kg, 60kg and 120kg respectively. At the time of final processing, a Cervena deer will be three years old or under.

It will have been checked by a specialised veterinarian and transported by an accredited animal transport company trained in deer welfare.

THE PROCESSING

Cervena processing plants are all accredited to ISO9002 standards. To ensure optimum food safety and product quality, plants are audited. Vacuum packing provides a shelf life of 14 weeks for chilled Cervena,

2 years for frozen. Cervena is available at all times of the year.

THE MARKET

New Zealand is the number one worldwide source of farm raised venison. The product that bears the name 'Cervena' is the result of a specialised farming programme designed around the needs and desires of chefs.

Cervena can be found on the menus of many influential US restaurants. Its tenderness, mild taste and versatility make it an inspirational starting point for culinary genius.

THE EXPERIENCE

Cervena is undeniably venison, but without the stronger taste of wild venison. It is mild, but distinctly different to other red meats. It has a certain richness, but it won't overpower other ingredients (a trait which makes it remarkably versatile).

The flavor of Cervena can be relied upon, because the natural methods used to raise the meat are guaranteed. Cervena farmers adhere to a strict quality assurance program, which allows for a consistency in size and tenderness. It all adds up to a product you and your patrons can trust – Winter, Spring, Summer and Fall.

CERVENA SEASONAL INSPIRATIONS

WINTER

Naturally Tender Cervena is the perfect partner for creatively prepared Winter root vegetables.

SPRING

The mild natural flavor of Cervena partners perfectly with the delicate flavors of Spring.

SUMMER

Low in fat, high in iron, Cervena suits the health-conscious mood of Summer.

FALL

The fungi and berryfruit of Fall let you explore the remarkable versatility of Cervena.

cervena[®]
NATURAL TENDER VENISON

Cervena is available chilled or frozen in vacuum packs. For further information contact your local Cervena supplier or Cervena website www.cervena.com

Note: Like other meat, venison is a potential source of toxoplasmosis, which can be harmful to unborn babies and those with weakened immune systems. Like other meat, Cervena should therefore not be eaten raw or under-cooked during pregnancy or by people with weakened immune systems.