

NO. 143

SPECIAL SEGMENT EDITION : SPONSORED BY AUSSIE BEEF & LAMB

TWISTS  
ON AMERICAN  
CLASSICS

MENUING WAGYU

CHEF  
INSIGHTS

VERSATILITY OF  
GRASSFED BEEF

# ESR

## Excellence FROM PASTURE TO PLATE

UNDERSTAND  
WHY CHEFS  
**TRUST**  
AUSTRALIAN  
RED MEAT.

BEHIND THE  
**BEST MAC  
& CHEESE**  
IN BOSTON



ATTRACTING  
GEN Z TO FUEL  
RESTAURANT  
GROWTH



OYSTER  
BLADE  
TATAKI

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# Making Wagyu a Menu Mainstay

Discover how quality products can delight guests and boost the bottom line.

BY ABBY WINTERBURN

**IN THE WORLD OF PREMIUM MEATS,** few names carry as much weight as Wagyu—and Australian Wagyu has quickly become a standout choice for chefs and restaurant operators looking to elevate their menus without sacrificing value. Known for its exceptional marbling, flavor, and versatility, Australian Wagyu strikes the balance between indulgence and accessibility, delivering unforgettable meals for guests while supporting profitability for the operator.

Organizations like Aussie Beef & Lamb have been instrumental in helping chefs and operators better understand the potential of Australian Wagyu. By providing—at zero cost—resources, education, and guidance on how to properly source and handle premium beef, they ensure culinary professionals have the confidence to incorporate Wagyu into approachable formats that balance both value and profitability.

This support has helped fuel Wagyu’s rise in professional kitchens around the world. Renowned chefs and the world’s top steakhouses have long turned to Wagyu for its unmatched richness and depth of flavor, and Australian Wagyu has steadily earned a place in their kitchens. One such chef is Benjamin Udave, whose culinary journey reflects the values that make Wagyu so special.

Udave is one of the leading team



members of ThinkCulinary, a master distributor of world-class craft proteins. “We take pride in the fact that we are a chef-owned company,” Udave says. He emphasizes their chef-driven approach, working only with brands they’d proudly serve while supporting sustainability for future generations.

Restaurant operators are increasingly making premium meats, like Australian Wagyu, more approachable and cost effective for guests. “What we’ve found is that most of our customers only need a 6–8 ounce portion, and once we teach them to approach Australian Wagyu the same way they would Japanese A5—by selling it by the ounce—it becomes far more approachable for the customer,” Udave says. “That format makes guests feel more comfortable ordering it, and operators more confident featuring it on their menus.”

As a further example, Chef Udave demonstrates how a less celebrated cut of Wagyu can shine in featured dishes. “We took Mayura Station top round—a cut often dismissed as

tough and lean—and turned it into three approachable menu items: breakfast steaks, Milanese, and tartare,” Udave says. “By fabricating it properly, operators can menu a full-blood Wagyu breakfast steak that could cost them under \$10 a portion, while still allowing them to charge a premium. It proves that “outside the middle” cuts of Wagyu can deliver incredible value and profitability.”

Wagyu is everywhere, and restaurant operators are seeing opportunities to be even more creative and innovative. Looking forward, Udave sees opportunity in value-added products like Wagyu charcuterie and ready-to-cook items that make the beef even more versatile.

With the support of organizations like Aussie Beef & Lamb, chefs and operators have the tools and confidence to make Australian Wagyu both approachable and profitable. By pairing premium quality with education and innovation, they’re helping the next generation of restaurants deliver unforgettable dining experiences built on the very best beef. ♦

Discover more about sourcing, handling, and serving Australian Wagyu at [foodservice.aussiebeefandlamb.com/Wagyu](https://foodservice.aussiebeefandlamb.com/Wagyu)



# The Secret Ingredient for Restaurant Growth

Unlocking the power of premium protein.

BY ABBY WINTERBURN

**TODAY’S DINERS**—especially younger demographics—are seeking meals that deliver both value and an elevated eating experience. Premium red meat has emerged as a powerful differentiator, allowing restaurant operators to move beyond commodity offerings and position themselves as destinations for indulgence, flavor, and quality.

According to Meat & Livestock Australia (MLA), production reached record levels in fiscal year 2025, underscoring Australia’s ability to deliver a reliable, large-scale supply of premium red meat. Much of this supply comes from grass fed, pasture-raised systems, aligning with the growing consumer demand for proteins that emphasize natural production, authenticity, and wellness.

From the consumer side, Datassen-

tial research shows diners are increasingly seeking upscale meat experiences and are willing to pay more for grass fed and high-quality options. Nearly half of consumers say they would pay more when menus highlight sourcing and product integrity, reflecting the value they place on transparency and premium protein offerings.

Fully trimmed, premium red meats from Australia offer solutions tailored for full-service needs—from full primals to portion-controlled cuts and value-added products crafted for high-volume kitchens—delivering flavor without sacrificing efficiency. With a robust supply chain and a global reputation for quality, Australian proteins empower operators to innovate confidently and tap into rising demand for premium offerings.

By incorporating Aussie Beef & Lamb, full-service restaurant brands can stand out in a competitive landscape, strengthen customer loyalty, and drive profitability—proving that premium doesn’t have to be out of reach for fast, convenient dining.

## Meet the Chefs

Leading chefs with firsthand experience with Australian red meat production share stories, insights, and dishes that showcase Australia’s commitment to quality, sustainability, and flavor.



CHILI ROASTED FLAT IRON STEAK WITH JALAPENO CHIMICHURRI BUTTER

### Chef Stephen Toevs

Chef Stephen Toevs, senior director of culinary for Marriott International, is a seasoned luxury dining expert and an Aussie Beef Mate. A Marriott veteran for nearly 30 years, he has opened over 15 Ritz-Carlton properties and is a competitive BBQ champ.

“When I went to Australia to see beef production up close, you could see how happy and beautiful those animals were, and how much pride the farmers took in them. That shows through all the way to the plate. In hospitality, the ability to tell a story and work with ingredients that have integrity and provenance is increasingly important. We can serve Aussie beef with confidence, and that’s a win.”



AUSSIE BEEF & LAMB (3)

## Chef Ashfer Biju

Executive chef and director of food and beverage at New York’s Bacarat Hotel, Chef Ashfer Biju brings global expertise shaped by his upbringing in India and decades of international experience. Known for blending tradition with innovation, he curates refined dining experiences that embody the hotel’s luxury and set a new standard in culinary excellence.

“Australia is so ahead in sustainability and transparency; it’s just built into how production is done. They went to great lengths to show us every aspect of what they do, from animal welfare to sanitation, and halal. Now I can serve with confidence and tell those stories to my guests, and that’s powerful.”



SEARED AUSSIE LAMB STRIPLOIN WITH SPRING VEGETABLES AND HERBS OF PROVENCE



MOROCCAN BRAISED AUSTRALIAN LAMB SHANK WITH POTATOES AND ROOT VEGETABLES

Chef David Godsoe is culinary director for Ottawa’s Eighteen Hospitality Group, a leading multi-concept operator in Canada’s capital city. A passionate advocate for sustainable, high-quality meats, he is one of Aussie Beef & Lamb’s newest Lambassadors, bringing creativity and expertise to every dish he creates.

“Aussie lamb has been a staple on my menus for years! First off, it is incredibly consistent in quality and tenderness, which is crucial to restaurants. Flavor-wise, it has a milder, more subtle flavor that my guests appreciate.”

### Chef Ian Ramirez

Chef Ian Ramirez of Mad Honey Culinary Studio recently travelled to Queensland as part of a global delegation of Aussie Beef Mate chefs, exploring the region’s rich food and culture.

“It’s hard to appreciate the scale of beef production in Australia until you see it—the vast grazing land, the transparency across the supply chain, and the pride in world-leading practices. I was especially impressed by the focus on animal welfare and the natural, stress-free lifestyle of the cattle.”



AUSTRALIAN WAGYU BEEF TATAKI



DOUBLE COOKED LAMB KOFTE AND GRILLED VEGETABLES

### Chef James “JP” Patterson

Chef James “JP” Patterson is the corporate executive chef for McConnell Golf Properties and food & beverage director at Porters Neck Country Club. Known for his upscale take on local bounty, his cuisine celebrates flavor, creativity, and refined Southern hospitality.

“My team and our club members followed along as I traveled Down Under to experience Aussie Beef & Lamb firsthand. They are hungry for the stories and to see what ideas I’m bringing back to them. I’m workshopping an Aussie lamb slider bar idea to see what builds and toppings guests go for. It’s delicious!” ❖



Learn more about the Aussie Red Meat difference at [foodservice.aussiebeefandlamb.com](https://foodservice.aussiebeefandlamb.com).

# Success factors from the worlds best steak restaurants



Sydney Australia claims 5 of the top 20 spots in the annual Worlds Best Steak Restaurants\* rankings, putting the spotlight on the quality of Aussie beef. Here are three keys to their success:



## Serve Aussie Wagyu

.....  
47 of the top 101 steak restaurants in the world do!



## Cook with live fire

.....  
Tap into the primal appeal and showcase your skill.



## Dry-age

.....  
It's an experience guests are willing to pay for.



“ We have a fantastic beef industry here in Australia, it's really important to why Sydney was named the #1 steak city in the world. Without great beef, no matter what magic you apply, you cannot have a great steak

”  
Chef Neil Perry,  
Margaret



For a closer look and behind the scenes details from the top Sydney steak restaurants, and more on what it takes to be ranked in the top 20 in the world, use the QR code.

\*See full list & details at [www.worldbeststeaks.com](http://www.worldbeststeaks.com)





ISLAND GRASSFED  
STRIP STEAK  
SIZZLE STICKS

# Capturing Gen Z’s Attention on Menus

How a chef and registered dietitian thinks about building menus meant for Gen Z.

BY YA’EL McLOUD

**CAPTURING GEN Z’S ATTENTION** is not just a perk—it’s a necessity as they make up a growing share of restaurant spending. One defining feature of this generation is their interest in ethically sourced food—choices that benefit both the planet and their personal health. In fact, 63 percent of Gen Z are willing to spend more on food that is ethically sourced and produced, according to Attest.

This comes as no surprise to chef, registered dietitian, and nutritionist Pam Smith, who has built her career around creating craveable, healthy, and sustainable dishes. “Flavor is what everyone is after, but I also want dishes to be nutritious and sustainable,” Smith says. “That’s what led me to work with Aussie Beef & Lamb—it sits at the intersection of health, wellness, sustainability, flavor, and versatility.” Grass-fed beef, in particular, represents a growth opportunity for menus. It works operationally in the back of house and connects with Gen Z values in the front of house. “Early on, I used grass-fed beef because of its leanness,” Smith explains. “Now, chefs are choosing it for broader reasons: sustainability, provenance, and guest trust. Grass-fed beef from Australia is raised on pasture and most often without antibiotics or growth hormones, on lands unsuitable for other uses. The result is clean, flavorful protein with incredible depth of taste that comes from diet rather than fat.”

Taste still wins at the end of the day, but consumers—especially Gen Z—want flavor they can trust to be nutritionally dense and ethically sourced. Aussie Beef and Lamb has become a widely trusted partner in kitchens and on menus to deliver just that. “Gen Z is the first generation to truly merge personal health with planetary health,” Smith says. “They care about where food comes from and its environmental impact.” Smith adds that grass-fed beef carries a natural “health halo”—consumers intuitively perceive it as better for them. That halo is supported by its nutritional benefits and by operational advantages. “From a culinary perspective, grass-fed beef is versatile and cooks quickly, making it ideal for both commercial and home kitchens,” she says. For full-service operators, Aussie grassfed beef offers more than a protein—it offers a story. By calling out provenance and sustainability on menus, restaurants can connect with Gen Z diners who want transparency and purpose in their dining choices. Pairing grassfed beef with global flavors, seasonal produce, or creative small plates gives operators a way to stand apart, while building a reputation for quality that today’s consumers are eager to share. The opportunity is clear. Gen Z’s purchasing power is projected to reach \$360 billion in disposable income, according to Bloomberg, and their dining choices are shaped by values as much as taste. “I tend to think of grass-fed beef and lamb as almost a blank canvas—you can use it in any global cuisine with any flavor system,” Smith says. Aussie Beef & Lamb delivers on that promise, offering trusted provenance, consistent flavor, and proven sustainability. For full-service restaurants, it’s a reliable way to capture Gen Z’s attention—while serving flavors every generation craves ❖

For more information on grassfed beef from Australia, visit [aussiebeefandlamb.com/proteins/grassfed-beef](https://aussiebeefandlamb.com/proteins/grassfed-beef).

AUSSIE BEEF & LAMB

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AUGUST 2025

Down Under on Top: Sydney named World's Best Steak City

Let's Go!

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Ask an expert: Is dry aging worth it?

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# What Makes the Best Mac and Cheese in Boston?

How a Chopped Grand Champion thinks about innovation with this underused protein.

BY YA'EL MCLLOUD

**CHEF SABA WAHID DUFFY**, a Chopped Grand Champion, is well known in the culinary world, yet she never expected mac and cheese to be the dish she would be known for. But when Boston Magazine named her lamb merguez-topped mac and cheese one of the best in the city, that is exactly what happened.

This success is especially notable considering lamb's relatively low menu penetration in the U.S. and consumers' general hesitance toward the protein. According to Menu Matters, in 2025, only 19 percent of operators were menuing lamb. Yet with growing consumer interest, there is an opportunity for lamb to gain more traction compared to other proteins.

"I think some people just aren't familiar with lamb," says Chef Saba Wahid Duffy, Aussie lambassador and owner/operator of Kush Modern Mediterranean in Somerville, Massachusetts. "When it's done right, it's flavorful and enjoyable. Lamb is a flavorful, rich, and fatty meat, which is often why it is seen as a more luxurious menu item.

Dishes like lamb merguez are now gaining popularity, as the warm North African spices combined with the richness of lamb create craveable flavors consumers increasingly seek



out. Duffy's lamb merguez mac and cheese shows how lamb can find a place on menus at lower price points in approachable, familiar formats.

Duffy emphasizes the importance of high-quality, sustainable sources, which is why she relies on Aussie Beef & Lamb. "I had the opportunity to visit Australia and see the pastures myself—it showed me how much passion goes into raising the animals," Duffy says. All Australian lamb exports are exclusively grass-fed, resulting in a more flavorful product that consumers can feel good about. Additionally, all of Aussie Beef & Lamb's lamb is halal, which Duffy views as a significant benefit. "I have a pretty diverse customer base, but because I grew up in the Muslim community, people look to me to have a

halal option. I can confidently say we serve halal protein because I trust the source."

As global flavors continue to shape American dining, lamb is poised for growth. Younger diners in particular are eager for bold, international flavors, and approachable formats like Duffy's mac and cheese prove that lamb doesn't have to remain a luxury protein. "Be adventurous when it comes to lamb," Duffy says. "Good quality lamb doesn't need a lot—but you can elevate it, experiment with it, and create something unique."

For operators, the lesson is clear: pairing trusted, familiar dishes with lamb lowers barriers to trial, while sourcing reliable product, like Australian lamb, ensures quality and consumer confidence. "It really comes down to how you season and cook it—you need to know how to treat lamb," Duffy says. When done right, lamb has the potential to move from niche indulgence to a versatile staple on modern menus. ❖

Visit [aussiebeefandlamb.com/proteins/lamb/](https://aussiebeefandlamb.com/proteins/lamb/) to learn more about how Aussie Beef & Lamb can level up your menu.

# UP YOUR BAR GAME WITH AUSSIE LAMB

These three chef-driven ideas complete with beverage pairings showcase Aussie lamb's ability to differentiate and add luxury appeal, even in a bar bite. Australia is the #1 source for lamb in North America, it's readily available in your market, too.



## Date-Tamarind Aussie Lamb Ribs

These bite-sized beauties are braised in a housemade date reduction, with orange, star anise, habanero chiles, and lots of ginger. For a quick service pickup, they are kissed with a sweet-spicy tamarind glaze and fired on the grill.



"A fruit forward red wine or a slightly sweet white would be perfect – the tamarind is acidic, so you need a touch of sweet"

Chef Saba Duffy



## Aussie Lamb Kofte

The natural richness of pasture-raised Aussie lamb allows for a DIY flavor adventure with dipping sauces, from Israeli-style szhug to a curry tehina. Bright colors and flavors make a killer impression.



"Sam Adams Boston lager might be perfect – it has a touch of sweetness, good carbonation and balance to cut through the richness"

Chef Adam Moore



## Madras Curry Aussie Lamb Sliders

Sliders always have a home on bar menus, and these stand out as a carrier for bold global flavors. Madras curry is in the patty, and a mojito yogurt sauce in the build.



"A fruity Rosé or a dry Riesling would be great with these!"

Chef Pam Smith

Follow us on social for more menu inspo like this!

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# OPTIMIZE THE RED MEAT IN YOUR BUSINESS AT ZERO COST



The Aussie Meat Academy provides in-person, **complementary** training and inspiration for businesses using Australian Beef, Lamb & Goat



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