

## **Taste the change in Tesco meat / Tesco.**

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Tesco (Firm)  
British Broadcasting Corporation.

### **Publication/Creation**

Cheshunt : Tesco, [1993]

### **Persistent URL**

<https://wellcomecollection.org/works/h7jtdrzn>

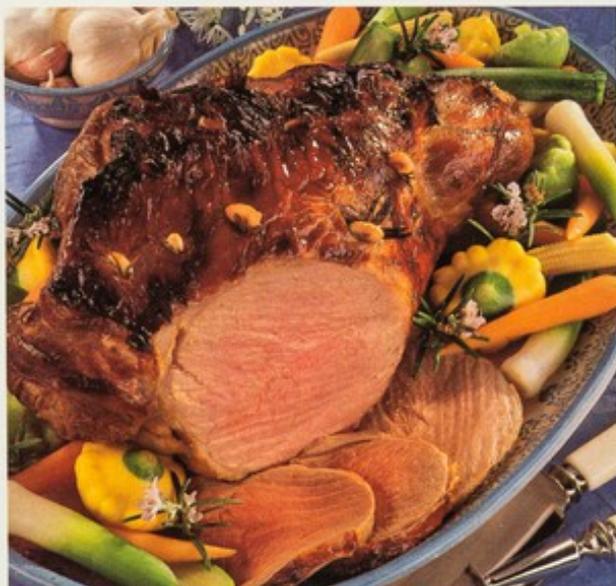
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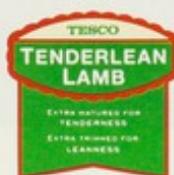
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**BBC GOOD FOOD  
MAGAZINE PROMOTION**



*Taste the change in*  
**Tesco meat**

*Look no further than Tesco for tenderness and taste in your meat. Tesco has reaffirmed its commitment to selling only the best quality meat and now offers you more tender and leaner beef and pork, together with a new Tenderlean lamb range. Look for these labels, below, and be sure to taste the change in Tesco meat*



**Meat has always** been an excellent source of nourishment, and when left to mature and suitably prepared, it is a delicious part of our diet. In fact our expectations regarding food quality have never been higher – not only do we want to enjoy flavour and texture but, in the case of meat – we expect the cuts to be lean and tender every time. These are requirements that Tesco has now successfully addressed.

Being an expert in the meat business, Tesco has worked for a long time to get it just right by making some important changes to the preparation so that the meat comes up to customer expectations every time. Tesco has

# .....Taste the *Change*.....

*Tesco meat is now even more tender and succulent;  
don't just take our word for it – try it for yourself*



PHOTOGRAPHS, ALAN NEWMHAM. STYLIST, MARIAN PRICE. HOME ECONOMIST, JACQUELINE CLARK

significantly improved the quality of beef available. To produce the most flavourful and succulent cuts of beef, the meat is hung in a traditional way in a specially chilled environment to produce much more tender steaks and joints. There's also a further benefit because this extra maturation develops the fine flavour, too.

It's obviously a great advantage for cooks because lean, tender cuts don't need long cooking times or preparation and can be quickly grilled or roasted. And as Tesco beef is so tender you won't need a sharp steak knife to cut it.

Tesco's pork has been given a similar treatment – it now matures for three days with the result that pork cuts are more tender.

As you would expect from Tesco, both quality and value are paramount, so even though the quality has improved, you won't be paying any more for it.

The fragrant flavour of lamb is also a great favourite but is often seen as being a fatty meat. Tesco's new Tenderlean lamb uses new methods of preparation. It means that tough, fatty lamb is a thing of the past. Tender, succulent cuts are chosen from only the leanest of animals. The meat is then matured for four days and chilled slowly to ensure a tender and tasty result.

### Glazed leg of lamb

Serves 6

2kg/4½lb leg Tesco Tenderlean Lamb

12 small sprigs fresh rosemary

3 large garlic cloves, cut into 12 slivers

3 tbsp redcurrant jelly

1 tbsp lemon juice

- 1 Preheat the oven to 200C/400F/Gas 6. To prepare the lamb, wipe and season the meat and place it on a rack in a baking tray. Cut 12 small deep slits in the leg of lamb and insert a sprig of rosemary and a sliver of garlic into each slit.
- 2 Heat the redcurrant jelly and lemon juice. Boil for 1 minute to thicken slightly.
- 3 Brush half of the glaze over the lamb. Bake for 1½ – 1¾ hours, brushing with remaining glaze halfway through cooking.
- 4 Serve with seasonal vegetables.

### Sirloin steak with piquant sauce

Serves 2

25g/1oz butter



1 small onion, finely chopped

25g/1oz plain flour

½ tsp paprika

750ml/1½ pint beef stock

dash of Tabasco sauce

3 tbsp red wine vinegar

1 tbsp vegetable oil

2 x 175g/6oz Tesco sirloin steaks

- 1 Melt the butter in a small pan and add the onion. Gently fry for 3 minutes then stir in the flour and paprika. Cook for a further 2-3 minutes, then remove from the heat.
- 2 Gradually add the stock and stir until smooth. Add the Tabasco sauce and vinegar. Simmer for 10 minutes.
- 3 Heat the oil in a heavy based pan and cook the steaks, turning occasionally. For a medium steak, cook for about 5 minutes.
- 4 Transfer the steaks to a serving dish and keep warm. Serve with the sauce.

All items subject to availability.

#### Now more Tender Beef

New hanging, chilling and maturing methods mean that you can enjoy melt-in-the-mouth steaks from Tesco at no extra cost.

#### Now Leaner beef

New healthier, leaner cuts of beef include stewing steak, braising steak and new lean braising steak.

#### Tenderlean Lamb

Lamb goes leaner with Tesco's loin chops. Grill or fry and serve with stir-fried vegetables.

For easy-to-carve lamb – a part-boned half leg.

The whole leg is at a new lower price. New shoulder chops are an inexpensive alternative to loin chops.

#### Easy-to-carve Pork

Look out for a new boneless streaky pork joint – it's so easy to carve. Or try the same joint with Tesco new and improved sage and onion stuffing.

#### New Pork joint size

Tesco has now introduced boneless pork leg joints specifically for smaller families.

*Follow these three simple steps for  
deliciously tender steaks:*

- ① Season the steak well with crushed mixed peppercorns before cooking.
- ② Heat a little oil in a frying pan and quickly seal each side of the steak.
- ③ Lower the heat and continue to cook for 4-5 minutes on each side for a medium steak, or 6-7 minutes on each side for a well done steak. For a delicious flavour try adding a crushed clove of garlic to the oil before adding the steak.

*Why not add some extra flavour to  
your roast leg of lamb ?*

Brush with one of the following for the final 15 minutes of cooking time:

- ① Clear honey mixed with a little wholegrain mustard.
- ② Finely chopped root ginger with a dark soy sauce.
- ③ Brush with redcurrant jelly and a sprinkle of pine nuts.
- ④ Brush with olive oil and freshly squeezed lemon juice and sprinkle with finely chopped oregano.



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