



*Purveyor of fine Quality Meats*

## PRIME GOURMAIL JULY 2011

### OPENING TIMES:

SAT - THURS: 8 AM - 8 PM

FRI: 9.30 AM - 3.30 PM

### HOME DELIVERY AVAILABLE

DELIVERY FREE FOR ALL  
ORDERS OVER AED300 (50  
AED SUR-CHARGE FOR LESS  
THAN 300 AED)

ORDER ON-LINE  
([WWW.PRIMEGOURMET.AE](http://WWW.PRIMEGOURMET.AE)) OR  
TELEPHONE 04 3415445

PROTECT YOURSELF FROM  
THE SUMMER HEAT AND  
HAVE THE BUTCHER COME  
TO YOUR HOME

### MEET OUR HEAD BUTCHER



Chef Jowel Liwanag joined Prime Gourmet from our opening as Head Butcher. Having lived in Dubai for over ten years, Jowel is a trained Chef and Hotel Butcher having worked for the Le Meridien / Westin Mina Seyahi Beach Resort since 2000. With a passion for meat including growing Prime Gourmet's range of gourmet sausages, Jowel and his team will be only too happy to assist you in your selection of our fine meat products including:

- Meat Portioning – specialise cutting, slicing, chopping, scoring and tying of meat;
- Vacuum packing service to help seal in freshness & extend shelf life;
- Marinating;
- Expert tips & advice on meat preparation, handling and cooking;
- Pre-order pick up or home delivery (conditions apply).

### AS THE TEMPERATURE RISES IN DUBAI KEEP YOUR COOL... WITH MOUTH-WATERING BEEF AND LAMB STIR-FRIES

A high heat method of searing meats and vegetables, stir-frying is usually associated with Asian cooking but you can use plenty of other flavours in a stir-fry as well. Stir-fries are fast, use little oil and are loaded of vegetables – three excellent reasons to master this method and make a stir-fry part of your weekly repertoire. They make delicious one-dish main courses or you can even stir-fry your favourite vegetables for a great side dish.

### WELCOME TO PRIME GOURMAIL

It is a great pleasure to welcome our new and regular customers to our inaugural Prime Gourmet newsletter and at the same time to pass on our many thanks and appreciation for everyone's valued support over the last six months. Through our regular monthly newsletter, we look forward to the opportunity to pass on some of our valued butchers tips and meat facts, entice your meat cravings with some of our seasonal recipe suggestions, update you on our news and to better introduce you to some of our great selection of quality products including:

- 400+ Day Grain-Fed Wagyu Beef
- 200+ Day Grain-Fed Angus Beef
- 150+ Day Grain-Fed Angus Beef
- Free-Range Grass-Fed Beef
- Free-Range Rose Veal
- Free-Range Prime Lamb
- Air Dried Beef
- Dry Rubs & Marinades

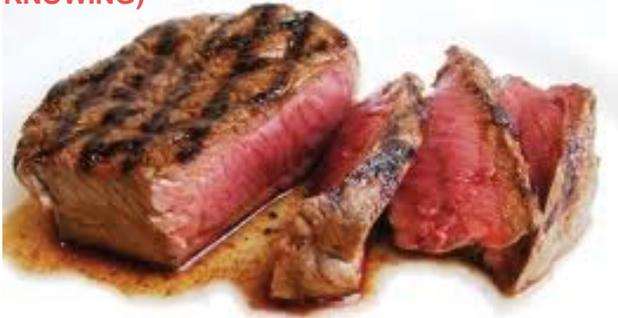


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Try our high quality Wagyu, Grain-Fed Angus or Lamb Stir Fry Strips for a light, healthy and fresh meal solution

**HOW TO COOK THE PERFECT STEAK: PRIME GOURMET GREAT BARBEQUE STEAK TIPS (WORTH KNOWING)**



A good steak deserves to be treated with respect – and will reward you for doing so. I have always maintained that you cannot beat the flavour of a well-aged and perfectly cooked New York Strip, Rib Eye or Rump steak. Use these helpful tips to get the best results every time.

**Before hitting the Barbeque:**

- Choose a good quality steak like our 150 or 250 Day Grain-Fed Angus New York Strip – well aged and full of character.
- Take the steaks out of the fridge 10 minutes before you cook them to bring them back up to room temperature this prevents the meat tightening and becoming tough.

- Season the steaks lightly with a good quality salt and pepper – the simple things are always best.
- Use Extra Virgin Olive Oil to oil lightly oil the steaks, not the barbeque. This prevents your steaks sticking and the oil burning on the hotplate.
- Heat the barbeque before you add the steaks: this ensures maximum flavour and tenderness. The steak should sizzle as it makes contact with the hotplate. If you are cooking a thick steak, move it to a cooler part of the barbeque or lower the heat to moderate-high as it cooks.
- Turn the steaks only once: the more you flip the steak, the tougher it gets. Let the steak cook on one side until moisture appears on the top, than turn it.
- Learn to test when the steaks are done: knowing when your steak is ready to be removed from the heat is the key to a perfectly cooked steak. Use either the back of your tongs or fingertip (make sure your hands are clean) and press the centre of the steak. Rare is soft when pressed, medium is springy and well done is very firm. Always rest the steaks after they come off the heat – this keeps the steaks juicy and tender.

So please remember at Prime Gourmet, each and every day we guarantee you'll find the finest selection of marbled Wagyu beef, aged to perfection Grain-Fed Angus Beef, succulent lamb, delightfully tender Veal and juicy free-range poultry. You'll also find our signature range of gourmet Sausages plus a great selection of other meats and food products that are sure to wet your appetite.

So when the occasion and the company deserve the best – think Prime Gourmet.