

Expertly Matured

At Woolworths we offer our customer expertly matured steak.

We have developed expert maturation practices for our steaks through intensive investigation of the maturation process delivering the outcomes most desired by our customers. Scientific Tenderometer trials and trained taste panel assessments were conducted to determine these optimum maturation practices which deliver tender and flavourful steaks.

We start off with carefully selected and trimmed steak primals, packed in ideal packaging, followed by a “wet maturation” process within purpose-built maturation chillers, at closely monitored temperatures ranging between 0 and 5°C. Our steaks are matured for a specific number of days, dependent on the cut, to deliver the optimum eating experience for every type of steak.

A continuous online automated Temperature Monitoring System maintained by *MRE*, supported by scheduled manual environmental temperature verification ensures we comply to the set parameters at all times. Scheduled evaluations of tenderness and flavour are done at our supply base and at Woolworths by means of Tenderometer assessments and organoleptic evaluations to ensure we maintain on our Expertly Matured promise.