
Taste Our Best Beef Ever This Easter



SuperValu
Real Food, Real People

We believe
in *quality*

Our Best Beef Ever

SuperValu have been selling more fresh meat than anyone else to consumers across Ireland. Customers have rated us as the most trusted for quality in the marketplace*. All SuperValu fresh meat carries our unique 100% Quality Guarantee ensuring our product is a cut above the rest.

Through our sourcing, process controls and ageing the great tasting SuperValu quality that you always trust has now got even better**. Drop in-store and sample the quality for yourself. Our expert butchers would be delighted to help you get the most from our quality Irish beef.

Enjoy our best beef ever with family and friends this Easter!



*Source Red C
**Our new improved production process and enhanced maturation

Why our beef is better?

...What

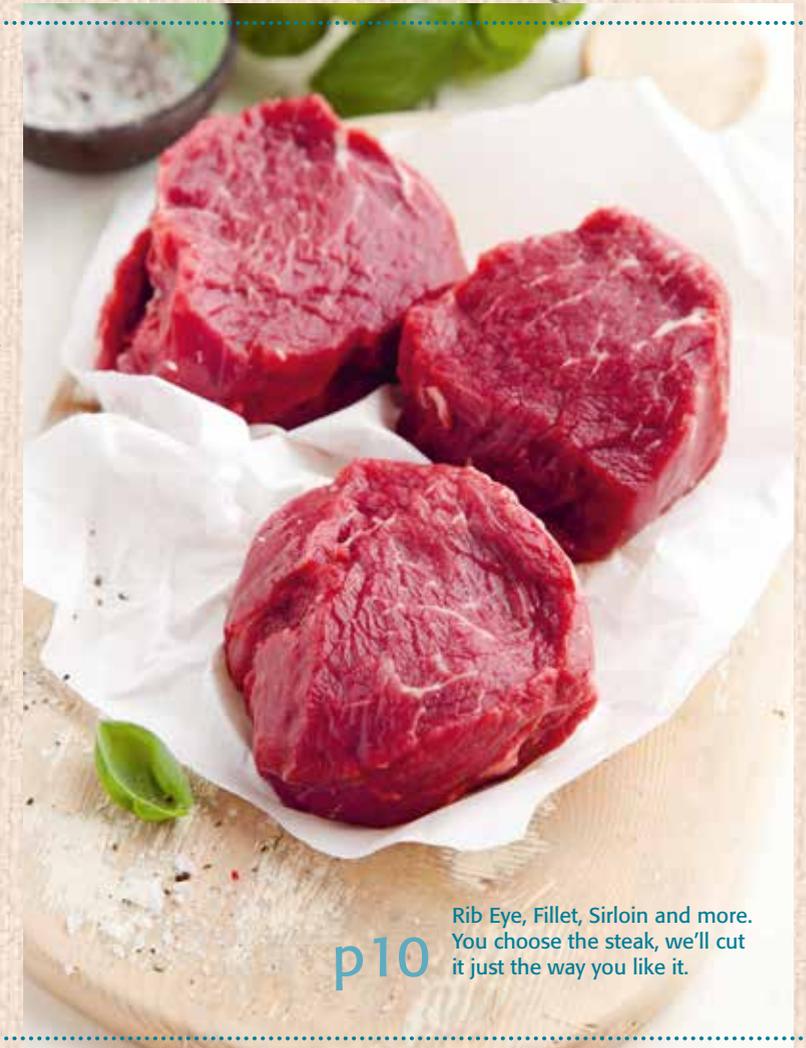
We source from trusted farmers with quality herds across Ireland to bring you better beef. All SuperValu meat comes with a 100% quality guarantee.

...Where

Irish 'soft-day' weather means that farmers like Walter Cotter in Midleton, Co. Cork has luscious green grass, perfect for unbeatable beef.

...Who

We have dedicated, qualified butchers in store nationwide.



p10 Rib Eye, Fillet, Sirloin and more. You choose the steak, we'll cut it just the way you like it.

A cut above the rest...



p6 Roasts

Our expert butchers have all the best tips on how to get your roast just right.

p16 Mince

A fantastic base for family meals, check out supervalu.ie for all the best recipes.

p17 Burgers

One juicy bite and you're hooked by our delicately flavoured burgers.

p17 Stewing

No stew is quite right without our quality stewing beef, diced just the way you like it.

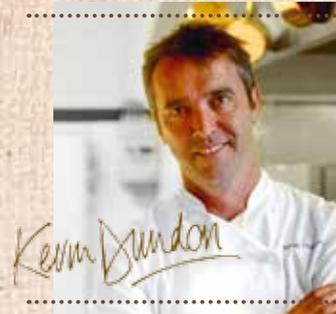
We believe
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Starter:
Goats Cheese &
Asparagus Tartlets

Main:
Beef Wellington with Chive Mash,
Broccoli & Red Wine Jus

Dessert:
Seasonal Rhubarb
Lattice Pie

Visit supervalu.ie
for Kevin's delicious
Seasonal Rhubarb
Lattice Pie recipe



Kevin Dundon

Easter Family Feast

SPOIL YOUR FRIENDS AND FAMILY THIS EASTER WITH
KEVIN'S BEAUTIFULLY BALANCED THREE COURSE MEAL



GOATS CHEESE & ASPARAGUS TARTLET

- 200g Puff Pastry
- 1 SuperValu Egg Yolk mixed with 1tsp of SuperValu Milk for egg wash
- 1 SuperValu Lemon, zested
- 40g SuperValu Butter
- 4 SuperValu Shallots, quartered
- 2 SuperValu Thyme Sprigs
- 100ml White Wine
- 12 Spears SuperValu Asparagus, cut in half lengthways
- 120g SuperValu Soft Goats Cheese
- SuperValu Salt and Freshly Ground Pepper

1. Preheat the oven to 180°C/350°F/ Gas Mark 4.
2. Roll the puff pastry and brush with egg wash. Season with salt, pepper and lemon zest then blind bake in the oven for 12 minutes.
3. In a medium sized pan, add butter, shallots and thyme. Sauté for 3 - 5 minutes on a medium/low heat. Add white wine and seasoning and cook a further 2 - 3 minutes.
4. In the meantime, boil a large pot of salted water and prepare a bowl of ice-cold water. Tip the asparagus into the boiling water and simmer for 2 - 4 minutes depending on the size of the asparagus. Transfer the asparagus to the ice-cold water to stop the cooking process.
5. Fill blind tart with sautéed shallots then goats cheese and top with asparagus. Season with extra salt, pepper and lemon zest.
6. Bake for 5 - 10 minutes to allow the cheese to melt and caramelise.

BEEF WELLINGTON WITH CHIVE MASH, BROCCOLI & RED WINE JUS

Beef Wellington

- 700g SuperValu Beef Fillet
- 2tbsp SuperValu Olive Oil
- 25g SuperValu Butter
- 400g SuperValu Mushrooms
- 2 cloves of SuperValu Garlic, chopped
- 3-4 SuperValu Shallots, chopped
- 1tsp of fresh SuperValu Thyme, chopped
- 50ml White Wine
- 300g Puff Pastry
- 1 SuperValu Egg Yolk mixed with 1tsp of SuperValu Milk for egg wash
- 4 slices SuperValu Parma Ham
- 2tbsp SuperValu Olive Oil

Broccoli (baby broccoli if possible)

- 400g SuperValu Broccoli Spears
- 50g SuperValu Butter
- 1tsp SuperValu Honey
- 1 Lemon, juiced

Chive Mash

- 500g SuperValu Potatoes (approx), cut into chunks
- 4tbsp SuperValu Cream
- 2tbsp SuperValu Butter
- SuperValu Salt and Black Pepper
- 4tbsp SuperValu Chives, snipped

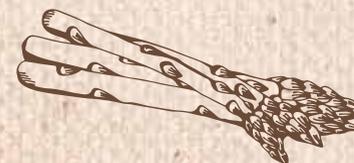
Red Wine Jus

- 1tbsp SuperValu Oil
- 2 SuperValu Shallots, peeled and finely chopped
- 1 SuperValu Carrot, peeled and finely chopped
- 4 SuperValu Rashers of Bacon, chopped
- 1tbsp chopped fresh SuperValu Thyme Leaves
- 200ml Red Wine
- 350ml Beef Stock
- SuperValu Salt and Black Pepper

1. Pre-heat griddle pan to a high heat, rub fillet with olive oil and place on pan. Brown off on all sides. Remove from pan and allow to cool.
2. Heat large frying pan and add butter, chopped mushrooms, garlic, shallots, thyme and white wine. Cook for 4 - 5 minutes until all are

- softened. Allow to cool.
3. Pre-heat the oven to 200°C/400°F/Gas Mark 6. Roll out the puff pastry to 2 rectangle shapes, ensure one is slightly larger than the other for the top. Brush the bottom rectangle sheet with egg wash then add Parma ham.

4. Top with a layer of mushroom and the browned beef fillet. Cover the beef with second sheet of puff pastry. Brush the top of the pastry and seal the edges where both sheets of pastry meet to encase the beef perfectly. Place in fridge for 10 minutes to rest.
5. In the meantime, bring a large pan of potatoes in salted water to the boil. Cook for 15 - 20 minutes until soft to the point of a knife, then strain. In a small saucepan, heat cream gently and add butter, add to potatoes. Mash potatoes and season with salt and black pepper. Add chives and mix.
6. Warm oil in a large saucepan, and add shallots, carrots and bacon over a medium heat. Cook until browned. Sprinkle with flour and cook for approx. 2 minutes then pour in the red wine and beef stock. Simmer for about 10 minutes.
7. Strain the sauce through a fine sieve and return to simmer until coating the back of a spoon.
8. Place the rested Beef Wellington in a preheated oven and bake for 20 - 23 minutes or until the pastry is golden brown.
9. In a pan, bring salted water to the boil. Add broccoli spears and blanch for approx. 5 minutes. Drain and set aside. When the Beef Wellington is ready melt the butter until foaming, tip in the broccoli spears, drizzle with the honey and season with salt, pepper, and lemon zest. Sauté for approx. 2 minutes on a low heat.
10. To test how the meat is cooked, insert a skewer into the centre of the Wellington, leaving it for 15 seconds, then removing it. If the skewer is cold the meat is underdone, if warm the meat is rare and if hot the meat is well done.



We believe
in *quality*

ROUND ROAST

COOK IT QUICKLY AT A HIGH TEMPERATURE AND YOU END UP WITH A TOUGH, DRY PIECE OF MEAT. BUT LOWER THE TEMPERATURE AND COOK IT SLOWLY TO SAVOUR A DELICIOUSLY JUICY PIECE OF BEAUTY.

SuperValu Fresh Irish
Beef Round Roast
(Butcher Counter Only)
€8.03/kg was €11.99/kg



Finca Labarca Crianza
75cl €9 was €11.99
Ripe black fruit flavours and a smooth finish, this wine is a great partner for all your favourite cuts.

**SAVE
33%
ROAST SALE**

Roasts with the most!

BONE IN RIB ROAST

Known as 'The Baron of Beef', this cut has a distinctly beefy flavour as it is cooked on the bone. Ask our butchers to French Trim it to allow for easier carving at the table.

Our top tip



FOR THE BEST GRAVY, USE A ROASTING TIN SLIGHTLY BIGGER THAN YOUR JOINT

**SAVE
33%**



SuperValu Fresh Irish Bone In Rib Roast
(Butcher Counter Only) €11.72/kg was €17.49/kg

ROASTING IS A REALLY REWARDING AND CONVENIENT WAY TO COOK FOR A CROWD

**SAVE
33%**

BONELESS RIB ROAST

Easy to carve, this cut has a rich, juicy flavour thanks to generous marbling throughout the meat.



SuperValu Fresh Irish Boneless Rib Roast
(Butcher Counter Only) €10.04/kg was €14.99/kg

Roast Sale valid from Thursday 26th March to Wednesday 8th April 2015.

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in *quality*



Ask the butcher...

Want to impress friends with a perfectly cooked steak?
Or looking for something new to do with mince?
Our expert butchers have the answer.



FOLLOW THESE GOLDEN RULES WHEN CHOOSING YOUR PERFECT BIT OF BEEF:

- It should be ruby red in colour
- Look for a layer of firm, creamy white fat around the outside and light marbling
- The best tender cuts are from the back, rib and loin
- Shoulder, leg and neck cuts are great for slow cooking and braised dishes

**OUR BEEF IS MATURED FOR
A MINIMUM OF 21 DAYS
TO ENSURE FLAVOUR AND
TENDERNESS IS GUARANTEED**



A cut above the rest



It is widely known that Ireland is the best location in the world for quality beef. The affectionately termed 'soft day' is great for grass growth and in turn great for our beef industry. Our beef is sourced from farms all across our island such as Cathal McDonald's farm in Belmont, Co. Offaly.

Cathal has been a farmer all his life and he takes great pride in the quality of his herd. And, as a member of the SuperValu Sustainable Farming Programme, he plans to keep supplying us with his fabulous beef for many years to come.

We believe
in *quality*



Aresti Trisquel Syrah
75cl €12 was €15.99
A dense fruity wine, with
vanilla notes, this is made for
anyone who likes some pink
in their steak.



**RIB
EYE**

CHEFS LOVE A RIB
EYE. ITS THICK
MARBLING MEANS A
BURST OF FLAVOUR
IS UNLEASHED THE
SIZZLING SECOND IT
HITS THE PAN.

**SuperValu Fresh Irish Beef
Rib Eye Steak
(Butcher Counter Only)
€20.99/kg**

Raising the Steaks!

FILLET

If tenderness is your thing, then go for fillet. Although virtually fat free, it is full of flavour. Best served with flavoured butter rather than a sauce, in case you over-power the taste.

Our top tip

FINGERS & THUMBS

USE THE PALM OF YOUR HAND
AS A MEASUREMENT.



WITH YOUR THUMB CLOSED
OVER LIKE A SCOUTING
SALUTE THE HARDNESS OF
YOUR MUSCLE IS THE SAME
DENSITY AS A **WELL DONE**
STEAK.



WITH YOUR THUMB CURLED
IN LIKE A SOLDIER'S SALUTE,
IT'S THE SAME HARDNESS
AS A **MEDIUM** STEAK.

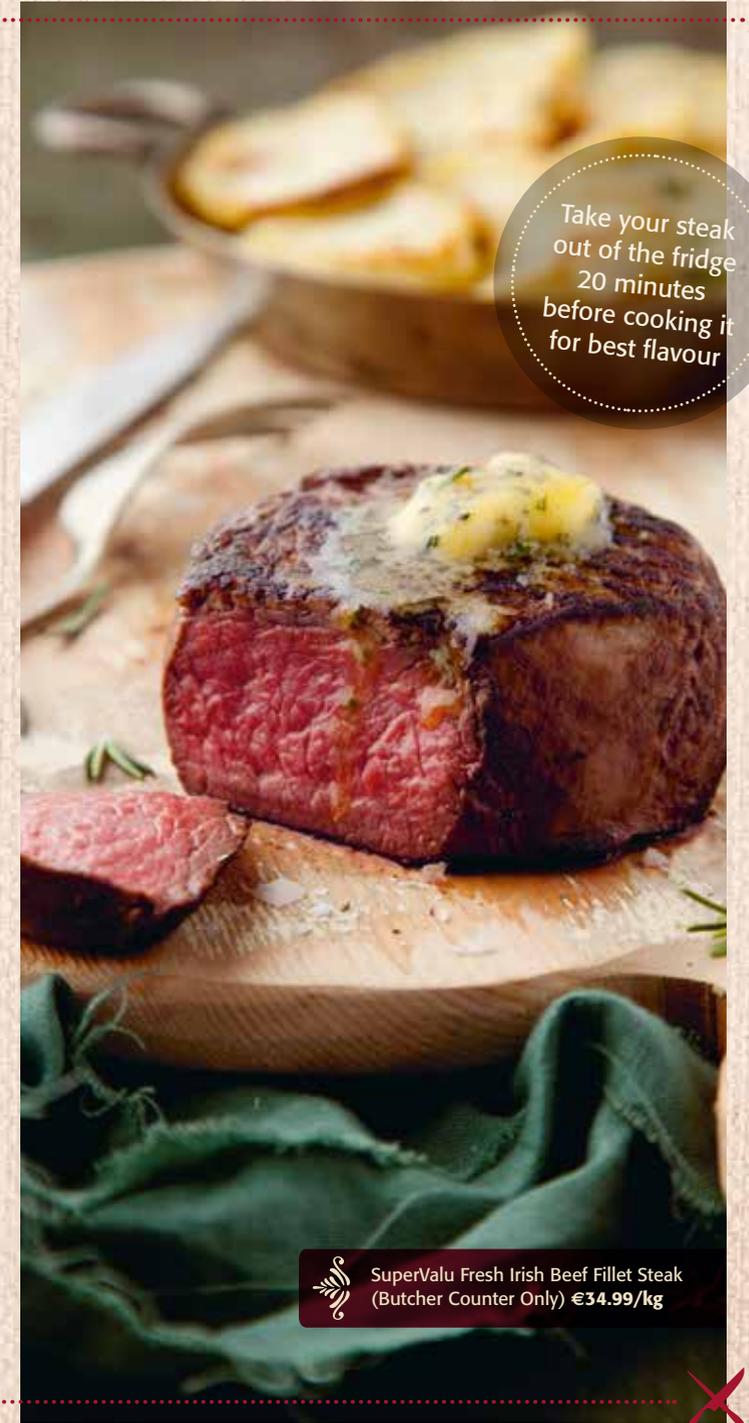


WITH YOUR THUMB STRAIGHT
OUT THE MUSCLE AT THE BASE
OF YOUR THUMB IS THE SAME
DENSITY AS A **RARE** STEAK.



Visit supervalu.ie for the
best recipes for Chimichurri
Sauce and Potato Lyonnaise

Take your steak
out of the fridge
20 minutes
before cooking it
for best flavour



**SuperValu Fresh Irish Beef Fillet Steak
(Butcher Counter Only) €34.99/kg**

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SIRLOIN STEAK

THE SIRLOIN IS A
LONG STANDING
FAMILY FAVOURITE
BURSTING WITH
MEATY FLAVOURS.
COOK IT FOR A
COUPLE OF MINUTES
ON EACH SIDE.

SuperValu Fresh Irish
Beef Sirloin Steak
€16.99/kg



**Domaine Cristia Grenache
Red 75cl €14.99**
This is a full-bodied
all-rounder with smooth finish
that is perfect with any steak.



Oil the steak, not
the pan, brushing
it on both sides
with SuperValu
Olive Oil

STRIPLOIN STEAK

A gently marbled steak with plenty of flavour.
Striploin loves the barbeque and is also ideal
for a quick and delicious steak sandwich.

BATTERED ONION RINGS

• 120g SuperValu Plain Flour • 40g SuperValu
Cornflour • SuperValu Salt and Ground
Black Pepper • A pinch of Cayenne Pepper •
100ml SuperValu Sparkling Water • 1 large
SuperValu Onion, sliced into rings • 500ml
SuperValu Vegetable Oil for frying

Mix together 100g of flour, cornflour, salt,
pepper and pinch of cayenne pepper, and
sparkling water until a smooth batter is
achieved. Set aside until required. Meanwhile,
dip the onion rings into the left over flour. Tap
to remove any excess, dip into the batter and
transfer into the fryer. Cook for 3 - 4 minutes
until golden and crispy. Remove from the
deep fat fryer and drain on kitchen paper to
absorb any excess oil.

ROCKET & TOMATO SALAD



SuperValu Rocket Salad
60g €1.59 - €26.50/kg



SuperValu Vine Tomato
Tray 5pce €1.99

FOR A TASTY, SUCCULENT
MELT-IN-THE-MOUTH
EXPERIENCE CHOOSE
STRIPLOIN



Find our recipes for
Rocket & Tomato Salad
at supervalu.ie



SuperValu Fresh Irish Beef Striploin Steak
€22.99/kg

We believe
in *quality*



Find our recipes for
Chunky Chips and Bearnaise
Sauce at supervalu.ie

T-BONE STEAK

A REAL MEAT LOVER'S
STEAK. YOU'LL ENJOY
THE TENDERNESS
OF A FILLET ALONG
WITH THE DELICIOUS
MARBLING OF THE
STRIPLOIN.

**SuperValu Fresh Irish
Beef T-Bone Steak
(Butcher Counter Only)**
€21.99/kg



Séguret Château Goudray
75cl €10 was €12.99
A powerful Syrah with spice
and warmth in the finish,
perfectly paired with a full-
flavoured T-Bone.



SuperValu Baby Spinach
180g €1.79 - €9.94/kg

COWBOY STEAK

Generously marbled, our traditionally matured
bone-in Rib Eye steak known as a Cowboy
Steak boasts the mellow flavours of Prime Rib.
These juicy steaks are hand cut to the highest
standards by our expert butchers.

SPINACH & BLACK MUSTARD SEEDS

- 200g SuperValu Spinach • 20g SuperValu Butter • 1 pinch SuperValu Chilli Flakes
- 1 tsp Black Mustard Seeds • 2 SuperValu Garlic Cloves, very thinly sliced • ½ tsp SuperValu Salt, plus more to taste

Melt the butter in a frying pan over medium heat. Add the chilli and fry, stirring for 1 minute. Add the mustard seeds and cover the pan for 10 seconds, uncover and add the garlic. Cook, stirring, until the garlic turns golden, about 1 minute.

Add the spinach, a handful of leaves at a time, and stir gently. As soon as the spinach leaves wilt, add more. When all of the spinach leaves have been added, stir well and add a pinch of salt. Cook for a further 5 minutes. Adjust the seasonings with salt. Serve immediately.

STEAK COOKED ON
THE BONE GIVES
YOU EXTRA JUICINESS
AND FLAVOUR

HOW TO COOK A COWBOY STEAK

Brush each side with a little oil and season. Put the steak on a hot pan and leave for a few minutes. Reduce to medium heat and turn the steak. Cook 3 mins each side (rare), 4 mins each side (medium) and 6 mins each side (well done). Let the steak sit for a few minutes before serving.

Only turn the
steaks when they
are seared on
each side

**SuperValu Fresh Irish Beef Cowboy Steak
(Butcher Counter Only) €17.49/kg**

We believe
in *quality*

**ROUND STEAK
MINCE**

THIS IS THE FINEST
QUALITY MINCE
AND IS IDEAL
FOR BURGERS,
SHEPHERD'S PIE
AND A DELICIOUS
BOLOGNESE FOR
FAMILY AND FRIENDS.



Visit supervalu.ie for the
perfect bolognese recipe

SuperValu Fresh Irish Round Steak Mince
(Butcher Counter Only) €11.99/kg

Beef it up!

**HEREFORD BEEF
BURGERS**

Our burgers are made from the finest Hereford beef which is arguably the best in the world. They are meaty, succulent and tasty. Eat them well done or medium, they're sure to impress!

Our top tip

LET BURGERS REST!
RESTING ALLOWS BURGERS TO FINISH COOKING AND ALLOWS THEIR JUICES, COLLECTED ON THE SURFACE DURING GRILLING, TO REDISTRIBUTE THROUGHOUT FOR MAXIMUM JUICINESS



SuperValu Fresh Irish Hereford Beef
Burgers 5oz €1.50 Each - €10.56/kg

BEEF IS PERFECT FOR FAMILY MEALS OR FUNCTIONS, SPEAK TO YOUR SUPERVALU BUTCHER TO LEARN JUST HOW VERSATILE OUR BEST BEEF EVER REALLY IS



**DICED
BEEF**

Sear the meat before stewing, the caramelised bits left on the pan are great for a rich flavour.

SuperValu Fresh Irish Diced Beef
(Butcher Counter Only) €11.99/kg

We believe
in *quality*

**A PERFECT
MATCH**

OUR BEST BEEF EVER,
PERFECT WITH A
GLASS OF RED

SARTORI RIPASSO
75cl €14.99

This is a very smooth wine, with
matured fruit flavours, making it a
great match for any steak.

**NUGAN ESTATE MCLAREN
VALE SHIRAZ**
75cl €19.99

Rich black fruit flavours and
peppery spice help this Shiraz
bring out the best in fillet steak.



Brilliant with Beef!



BUY ANY 6 SAVE AN ADDITIONAL €10

1. Finca Labarca Crianza

75cl €9 was €11.99
Ripe black fruit flavours and a smooth
finish, this wine is a great partner for all
your favourite cuts.

**2. Nugan Estate Alfredo 2nd Pass
Shiraz**

75cl €12 was €15.99
Made using the natural ripasso process,
lending it a depth of flavour that is ideal
with a well-cooked steak.

3. Séguret Château Goudray

75cl €10 was €12.99
A powerful Syrah with spice and
warmth in the finish, perfectly paired
with a full-flavoured T-Bone.

4. Domaine Cristia Grenache Red

75cl €14.99
This is a full-bodied all-rounder
with smooth finish that is perfect
with any steak.

5. Intrigo Negroamaro IGT Puglia

75cl €9 was €11.99
A little gem, bursting with soft black fruits
and a hint of coffee, this is one to try with
marinated or slow cooked beef.

6. Aresti Trisquel Syrah

75cl €12 was €15.99
A dense fruity wine, with vanilla notes,
this is made for anyone who likes some
pink in their steak.

7. Doña Paula Estate Malbec

75cl €13 was €15.49
Rich and warm, with chocolate notes,
this wine is perfect with a rare steak.

8. In Situ Gran Reserva Carmenère

75cl €12 was €16.99
A cherry and chocolate aroma and spicy
flavour, this is terrific if you like a little
marbling in your steak.

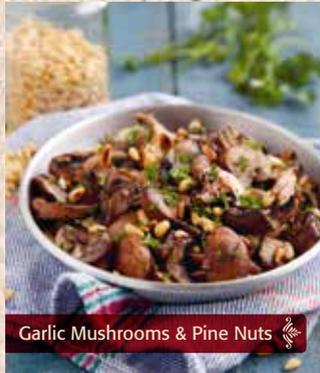
**GREAT
ACCOMPANIMENTS**



Apple & Fennel Coleslaw



Horseradish Mash



Garlic Mushrooms & Pine Nuts

SuperValu.ie

Offers in this leaflet valid from Thursday 26th March - Wednesday 8th April 2015 unless otherwise stated, while stocks last.
Prices correct at time of going to print. Enjoy alcohol responsibly.