



# final report

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## Impingement Oven – potential steak concepts

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There remain opportunities within Australia to consider cooking steaks in cafes that pizza shops that do not have grill hot plate capacity. Perhaps of greater interest to grow red meat demand, we could consider the opportunity to place an Australian red meat steak on a menu throughout South East Asia in a QSR with the only cooking platform being an impingement oven. The results from this session are a resounding success – namely:

- a) The HPP program yielded fantastic results with a noticeable difference in eating quality from the chuck undergoing the HPP process to the chuck steak with out. The same findings where with the beef short ribs and would comparable to slow cooked braised/sous vide starting product requiring reheating.
- b) The beef rump using the “smart shape” was truly sensational, moist, tender and tasty, ticks all round!
- c) The highlight I think was the performance of the topside. This is typically a roast, casserole or schnitzel cut of meat. Soaked, portioned and grilled it yielded a very acceptable piece of meat that has the ability to raise its own dollar value and earn a space on the menu.
- d) Running the trial with lamb leg steak again was successful, it showed the meat did not suffer using the cooking platform but depending on the price of lamb to the end user would determine the success of this project.
- e) Sous vide is a worthy cooking method but as highlighted in the key outcomes will require a far more intensive investing program to decide on cut and market suitability.

In addition to exploring new applications for red meat steak other than grilling, an opportunity for MLA is to now consider if the impingement oven cooking platform as a possible additional cooking platform under their current cut-cook MSA program.

***Tens of thousands of individual pizza restaurants forming groups currently sit in Asia and to date I cannot find one with Australind steaks on the menu. All have salads, pizza, pasta, garlic bread and seafood, steak is the obvious next menu item. I believe the Yum group alone have something like 20,000 outlets. All have impingers, none have our beef!***

One of the greatest opportunities for MLA is to increase sales of Australian red meat into Asia. The best value proposition is through a portion controlled tender steak into QSR restaurants that have the impinger as there dominant cooking platform. This scenario is the ever growing pizza and pasta

market in Asia. This market currently believes that steak needs to be cooked on a char grill or flat grill, they want Australian steaks on the menu but have not considered using the pizza oven and those that have do not have the support, training or in house skill to secure the correct product or the ability to train the staff to handle it. This can be supported by a previous ICA program where JBS secured my service as a development chef and link to the industry.

What do the opportunities look like?

- |                        |   |
|------------------------|---|
| ➤ Yum group            | Contact Denis Hipolito development chef         |
| ➤ The Pizza Company    | Andy Holeman President                          |
| ➤ Coffee club globally | James Bradbury Global business development chef |
| ➤ Black Canyon         | Pravit C Pong owner                             |

These are four opportunities to start with but honestly do not scratch the surface, my suggested approach is

- A. Develop a meat specification after consultation with the four groups inclusive of a costing expectation for all three partners, processor, retailer and consumer. This can be done in one trip
- B. Develop the entire product, inclusive of menu description and garnishes
- C. Identify a capable processor, if none available bring one up to speed
- D. Identify accredited MSA and export supply chain capable of producing the specified product
- E. Develop a 101 meat training program
- F. Sample and demonstrate product, sign a customer
- G. Roll out training program into nominated markets
- H. Agree on supply, then trade