

# FACT SHEET

## Low 'n slow barbequed Australian beef brisket is acceptable to Australian and American consumers

### KEY POINTS

- There is potential to increase the value of beef brisket using low 'n slow barbeque cooking
- Briskets cooked low n' slow were considered acceptable by Australian and USA consumers
- Opportunities exist for value adding Australian brisket cuts.



Value adding of opportunity meat cuts and quantifying eating preferences for international consumers is a high priority for the red meat industry. The (MSA) model using on-farm, carcass, processing and cooking information to predict eating quality outcomes. The Australian-style beef brisket generally has low consumer preference and, as such, there is limited data in the Meat Standards Australia (MSA) model, which is used to predict the consumer preference for different cuts of meat. However, there is considerable potential for improving these consumer preferences, as the American low 'n slow method of cooking brisket is considered a premium product. This method for cooking beef brisket is well established in America and is now gaining traction in the Australian domestic market, which creates the potential for increased returns and higher value for opportunity cuts such as brisket.

### CONSUMER PREFERENCES FOR LOW 'N SLOW COOKED AUSTRALIAN BEEF BRISKET WERE ASSESSED

The aim of this research was to improve knowledge of brisket composition and cooking to set a benchmark for future value-added product development. This was supported by assessment of Australian and American consumer acceptability of low 'n slow barbequed Australian beef brisket.

Untrained Australian and American consumers scored Australian low n' slow cooked beef briskets for tenderness, juiciness, flavour and overall liking. All briskets were served using relevant portioning methods for low 'n slow barbeque brisket and were sampled as chopped, pulled or sliced. Consumer preference for re-heated samples was also assessed.

Australian beef briskets cooked low 'n slow were considered acceptable by both Australian and American consumers. While consumers liked the flavour, briskets sourced from lower-quality carcasses (based on MSA standards), had lower consumer preference scores. Pulled brisket was the least favourable, while chopped and sliced brisket performed similarly. Reheating brisket meat had reduced eating quality, but not to the point that the meat was considered unacceptable.

### OPPORTUNITIES EXIST FOR VALUE ADDING BRISKET CUTS

The results of this research present the opportunity for increasing the value of a traditionally low value cut of Australian beef. There are also new value-added opportunities for restaurant or ready-to-heat/ready-to-eat (i.e. sold hot) products. However, more rigorous testing of the low 'n slow barbeque cook method, and testing on different cuts of meat, is required to ensure that there is relevant comparison with current MSA prediction model data.

#### Related reports and resources

1. Final report: <https://www.mla.com.au/research-and-development/search-rd-reports/final-report-details/Sensory-evaluation-of-Australian-and-American-briskets-striploins-and-ribs-by-Australian-and-American-consumers-utilising-genomic-tested-cattle/4296>