



INTRODUCING
A MORE
DISTINGUISHED STEAK



Where it begins.

Britain is blessed with a rich farming history. One that has shaped our landscape for generations and forms the backbone of what makes Great Britain, great. This is built on a belief that if we aspire for more and refuse to compromise then, and only then, can true greatness be achieved. Dukesmoor steaks are an embodiment of this philosophy. Every cut represents a new level of perfection that delivers flavour, succulence and tenderness far beyond that of any steak you have previously experienced. There's a remarkable tale of hard work, care and attention to detail behind every steak that we produce. So join us on a glorious journey from farm to fork that promises to excite your senses and challenge your perception of what makes a truly magnificent steak.

the beginning



Over eighty alarm clocks ring.

It's four in the morning and the tranquil dawn silence is broken in farmhouses across Britain. Our specially selected farmers are preparing to face the day and take centre stage on the Dukesmoor journey.

These farmers breed and rear our cattle, allowing them to mature naturally over three years. You cannot rush perfection, that's why our farmers take their time and we pay them a premium for a job well done. This relationship allows us to make assurances that all our cattle enjoy a calm, stress free life and a high quality diet.

The feed is also grown and prepared on the farms, so we can guarantee its quality. After all, if you want superior beef, you need superior feed.



Our specially formulated mixture of straw, molasses, barley and oats aids the animals' digestion and gives the meat a rich, textured, white marbling throughout. The cattle are free to enjoy this at their leisure as they graze naturally, which prepares them for the specialist cereal finishing diet they are given for their last hundred days on the farm.

Of course, there's more to consistent marbling than the feed. This is why we exclusively source native British prime steers and heifers including traditional Beef Shorthorn, Hereford cattle and Aberdeen Angus. These breeds, reared to our unique specification, consistently deliver a higher standard of flavour, succulence and tenderness.



the farming





Beyond the gate.

Once the cattle are relaxed and ready, it's time to leave the farm. During transfer, every possible precaution is taken to ensure that the animals are well treated and remain calm and comfortable at all times. We make it clear that ensuring animal safety is paramount at every stage of the journey.

The animals are tracked using a passport system to guarantee full traceability, and when they reach their destination they are bedded down for the night in comfortable farm-like surroundings.

We consistently maintain the highest standards and go to great lengths to ensure that all our animals are kept calm and treated with respect at all times.

the care



Well worth the wait.

Patience, expertise and attention to detail are what make Dukesmoor special. We work with the best, we take our time and we do things properly. This way we can ensure that nothing spoils the succulent flavour and eating quality of the meat.

We slowly lower the temperature of the beef over ten hours until it's chilled. This extra patience helps to guard against 'cold shortening', when the muscles contract and make the meat tough if the temperature is dropped too quickly.

An expert grader together with our Master Butcher then meticulously assess the shape, muscle, leanness and external fat development of every carcass to see if they meet our exacting specifications.



It is then dry aged in a sealed chiller for fourteen days to reduce moisture and increase flavour. Nothing moves in this room. The door is locked and alarmed. It's strictly no entry to ensure the integrity of the dry aging process.

After fourteen days, we release the door lock and debone the meat using a clean air injection technique that allows the butcher to accurately cut to our precise specifications. It is then vacuum packed for yet another fourteen days to complete the maturation process. The meat is then hand selected and a final detailed inspection is carefully undertaken. Then and only then is it approved to be worthy of the Dukesmoor brand. A more distinguished steak is now ready... are you?

the cuts



Every single service.

Dukesmoor is much more than a name. It is a mark of excellence, an assurance and a seal of approval from every single person who has played a part in this remarkable journey.

From the farmers who toil in the field, the drivers and the graders, to the butchers who carefully prepare and age the meat, and everyone else in between. This is a team effort from real people who love meat and endeavour to make the best with us.

For us to give you anything but the very finest beef and call it Dukesmoor would be an affront to all this hard work and passion. For this reason you can rest assured that anything bearing our mark will always deliver exactly what we promise. Guaranteed.



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