



LAMB insight

Make the most of lamb in your butchers shop



You will find every cut of lamb you will need for your shop, taking into account cuts from the whole carcass to help maximise lambs value and carcass balance.

There are new cuts and ideas taken from the forequarter which will provide not only new ideas but great profit opportunities.

There is a selection of premium grilling and roasting cuts.

There are new ideas in relation to cutting the leg differently to increase profit opportunities and making the most of the breast.

QUALITY, SUPPLY AND ENHANCED EATING QUALITY

With quality British lamb now available all year round, make the most of it.

The mild winter and warm spring has provided ideal conditions for Quality Standard lamb.

Add to this the eating quality guarantees inherent in the processing of Quality Standard lamb and you will have a fantastic product.



For further information www.qguild.co.uk

AHDB
BEEF & LAMB



PROFIT FROM THE FOREQUARTER

THESE CUTS CAN PROVIDE GREAT VALUE FOR YOUR CUSTOMERS

▶ 3-Bone Shoulder Rack

Forequarter L033

▶ Neck Fillet

Forequarter L016

▶ Victoria Roast

Forequarter L009

▶ Daubes

Forequarter L012

▶ Rustic Lamb Chunkies

Forequarter L013

▶ Premium Shoulder - Carvery Roast

Forequarter L008



Victoria Roast



3-Bone Shoulder Rack



For further information www.qguild.co.uk





3-Bone Shoulder Rack

Forequarter L033

This 3-bone rack is prepared from the rib section of the forequarter.



Victoria Roast

Forequarter L009

A deboned and highly trimmed shoulder rolled into four equal-sized mini joints.



Rustic Lamb Chunkies

Forequarter L013

Deboned and highly trimmed shoulder cut into individual portions, which are scored.



Neck Fillet

Forequarter L016

A fully trimmed neck fillet with the yellow gristle removed and end squared.



Daubes

Forequarter L012

These daubes are cut from a deboned and highly trimmed shoulder and secured with two roasting bands to keep the daubes in shape during cooking.



Premium Shoulder - Carvery Roast

Forequarter L008

Partly deboned shoulder with a French trimmed knuckle attached. Very easy to carve.

Click on the codes to be taken to the butchery specification for the product



For further information www.qguild.co.uk



QUALITY CUTS

FOR GRILLING, ROASTING, FRYING OR ON THE BARBECUE

► Premium Lamb Noisettes

Loin L023

► Premium Lamb Leg Steaks

Leg L016

► Premium Carvery Leg

Leg L005

► Premium Lamb Sirloin

Loin L015

► Premium T-Bone Chops

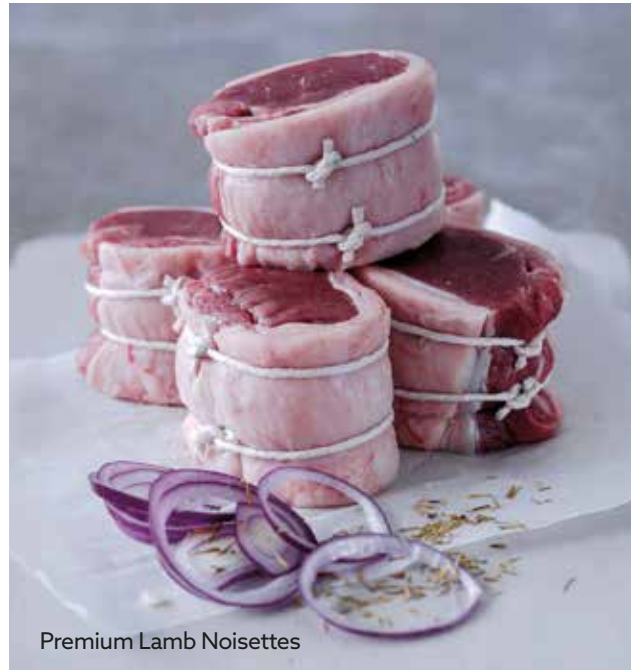
Loin L021

► Seven Rib Rack

Loin L010

► Premium French Trimmed Cutlets

Loin L019



Premium Lamb Noisettes



Premium French Trimmed Cutlets



For further information www.qguild.co.uk





► **Premium Lamb Noisettes**
Loin L023

Cut from the lumbar section of the loin.
The length of the breast flanks is the same
as the length of the eye muscle.
Maximum fat thickness 6 mm.



► **Premium Lamb Leg steaks**
Leg L016

Premium lamb leg steaks are cut from
the topside of lamb.
Maximum fat thickness 5 mm.



► **Premium Carvery Leg**
Leg L005

This premium carvery leg is deboned
except for the knucklebone. The topside
is removed to give even diameter slices
and for easy carving.



► **Premium Lamb Sirloin**
Loin L015

Highly trimmed loin of lamb with the fat
left on but the bark removed.



► **Premium T-Bone Chops**
Loin L021

Only the lumbar section of the loin is
used for this premium
T-bone chop.



► **Seven Rib Rack**
Loin L010

The rib section of the loin is used.



► **Premium French Trimmed Cutlets**
Loin L019

Rack of lamb cut into individual premium
cutlets.

Click on the codes to be taken to
the butchery specification for the product

CUT THE LEG DIFFERENTLY AND INCREASE PROFITS

BY CUTTING THE LEG DIFFERENTLY, A WHOLE RANGE OF CUTS HAVE BEEN DEVELOPED

- ▶ **Lamb Spatchcock - Portions**
Leg L031
- ▶ **Lamb Rump Pave**
Leg L036
- ▶ **Lamb Pave - Thick Flank**
Leg L037
- ▶ **Lamb Mini Spatchcock**
Leg L035
- ▶ **Lamb Chateaubriand**
Leg L038



Lamb Spatchcock Portions

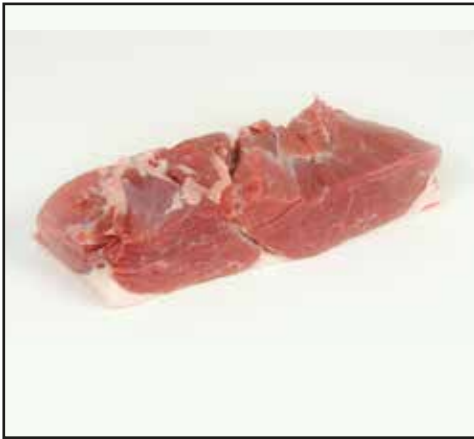


Lamb Chateaubriand

To cover the whole carcass make the most of lamb mince, diced lamb and lamb shanks.
Make the most of lamb this spring.

Remember to download the **FREE Meat Purchasing Guide App** for all cutting specifications and product codes. You can even use the app to order cuts from your supplier.
Available from Google Play and the App Store





Lamb Spatchcock (Portions)
Leg L031

Prepared from the leg and chump of lamb.



Lamb Rump Pave
Leg L036

Prepared from a rump of lamb, which is cut square from the leg and cut lengthways in half.



Lamb Pave - Thick Flank
Leg L037

The thick flank is cut in half lengthways for this pavé.



Lamb Mini Spatchcock
Leg L035

The spatchcock is prepared from the topside of lamb.



Lamb Chateaubriand
Leg L038

As the head of the fillet of lamb is very small, the small tender flank muscle is left attached to this Chateaubriand.

Click on the codes to be taken to the butchery specification for the product

MAXIMISING THE WHOLE CARCASS IS KEY.....USE THE BREAST

USING THE BREAST MAXIMISES THE PROFIT FROM THE WHOLE CARCASS

- ▶ **Rolled Belly of Lamb**
Breast L013
- ▶ **Lamb Brisket Joints**
Breast L014
- ▶ **Lamb Spare Rib**
Breast L012



Rolled Belly of Lamb



Lamb Spare Ribs



Remember to download the **FREE Meat Purchasing Guide App** for all cutting specifications and product codes. You can even use the app to order cuts from your supplier.
Available from Google Play and the App Store



▶ **Rolled Belly of Lamb**
Breast L013

This joint is prepared from three boneless breasts of lamb, with the red flank meat and excess fat removed. Ideal for slow or sous vide cooking.



▶ **Lamb Brisket Joints**
Breast L014

This joint is prepared using 3-4 fully trimmed lamb breast tips. Ideal for slow or sous vide cooking.



▶ **Lamb Spare Rib**
Breast L012

The flank is removed from the rib section of the breast, excess fat is removed and the outer is scored. Ideal for slow or sous vide cooking.



For further information www.qguild.co.uk

Click on the codes to be taken to
the butchery specification for the product



LAMB SPECIALS

Lamb Chunkies

Deboned and highly trimmed shoulder cut into individual portions, which are scored.



Forequarter L013

Leg Steaks

Premium lamb leg steaks are cut from the topside of lamb. Maximum fat thickness 5 mm.



Leg L016

Loin 7-Rib Rack

The rib section of the loin is used.



Loin L010

Putting great value and choice in your shop



For further information www.qguild.co.uk

TASTE IT, LOVE IT, LAMB

FREE POS KIT TO BENEFIT YOUR BUSINESS

USE THIS FREE POS TO MARKET LAMB IN YOUR SHOP THIS SPRING

There is a FREE, Taste it, Love it, lamb promotional kit to help you promote the taste and versatility of lamb in your shop this spring.

Included in the kit:

- **Poster**
- **Recipe Cards**
- **Briefing sheet**

If you need further information or help with promoting lamb in your retail shop call the hotline on

0845 491 8787

