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BEEF CATALOGUE

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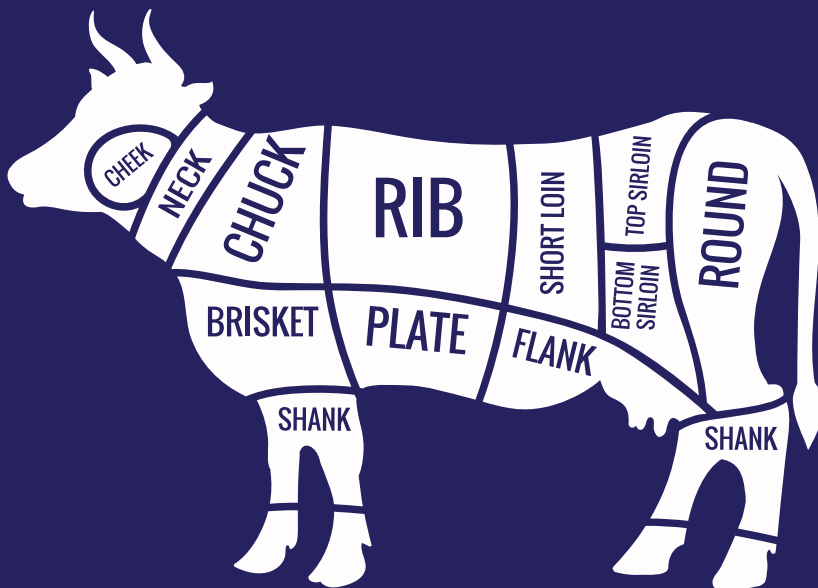


Beef is divided into large sections called primal cuts, which you can see in our beef cuts chart. These primal beef cuts, or "primals," are then broken down further into subprimals, or "food-service cuts." These are then sliced and chopped into individual steaks, roasts, and other retail cuts.

A side of beef is literally one side of the beef carcass that is split through the backbone. Each side is then halved between the 12th and 13th ribs. These sections are called the forequarter (front of the cow) and the hindquarter (back of the cow).

The most tender cuts of beef, like the rib and tenderloin, are the ones farthest from the horn and hoof. The toughest areas of the animal are the shoulder and leg muscles because they are worked the most.

Our Beef supply is of prime quality and supplied from BRAZIL.



1



Beef Chuck (Boneless)

Beef chuck, a cut from the shoulder, lower neck, and upper arm of a cow, is a flavorful and economical option for slow cooking and stews. It's known for being a "braising steak" and often used in stews or ground beef, due to its high fat and flavor content. Beef chuck is often sold as a "7-bone steak" or "chuck roast," and can be cut into steaks, used for roasts, or ground for burgers.

2



Beef Knuckle (Boneless)

In Brazil, "Beef Knuckle" refers to a lean and tender cut of beef, often used for various dishes like milanesa, ground beef, and stews. It's sourced from the leg of the cattle, specifically between the top and bottom round, and is known for its mild flavor and soft texture.

3



Chuck Tender (Boneless)

In Brazil, Chuck Tender is known as "Peixinho" (little fish) and is a popular and versatile cut of beef. It's sourced from the shoulder of the cow, offering a good balance of flavor and tenderness, particularly when braised or cooked low and slow. Chuck Tender is also a budget-friendly option compared to some other cuts.

4



Beef Shoulder (Boneless)

In Brazil, "beef shoulder" is often referred to as "shoulder steak" or "raquete" (meaning "racket"). It's a flavorful and versatile cut from the front part of the cow, known for its juicy texture and long fibers, making it suitable for slow roasting, grilling, and stews. Shoulder steak is gaining popularity, especially for grilling and churrasco, as its quality and taste are comparable to more expensive cuts like filet mignon.

5



Beef Brisket (Boneless)

Beef brisket from Brazil is a cut from the lower breast or pectoral muscles of a cow. It's a tough cut, best suited for slow cooking methods like grilling or roasting. In Brazil, it's sometimes called "granito" in rural areas like São Paulo, Mato Grosso do Sul, Paraná, and Rio Grande do Sul.

6



Beef Cube Roll (Boneless)

A beef cube roll, also known as ribeye, rib fillet, or Scotch fillet, is a popular cut of beef from the rib section of the animal. It's characterized by its rich, savory taste and tender texture due to its marbling, which is the intramuscular fat within the muscle fibers.

7



Beef Topside (Boneless)

Topside beef is a lean and flavorful cut of beef taken from the inner thigh muscle of a cow, typically from the hindquarters. It's known for being tender and versatile, making it a popular choice for roasting, stewing, or making into steaks.

8



Tenderloin Chain off (Boneless)

Tenderloin, with the "chain" removed, is a Brazilian beef cut known for its tenderness and flavor. The "chain" is a thin strip of muscle that is usually trimmed off before the tenderloin is sold, as it's not considered a desirable portion for cooking. This cut is often used for grilling, roasting, or slicing.

9



Tenderloin Chain on (Boneless)

In Brazil, a beef tenderloin with the "chain" (also known as the side muscle) attached is referred to as a tenderloin "chain on". This refers to the small, thin, and tender muscle located along the side of the tenderloin. The chain is often removed before consumption, especially when preparing dishes like filet mignon or chateaubriand.

10



Beef Silverside (Boneless)

Silverside, a lean and boneless cut of beef from the hindquarter, is a popular choice in Brazil, particularly for roasting joints, braising steaks, or dicing. It gets its name from a silvery membrane on its inner surface. Silverside is a versatile cut, suitable for slow cooking, roasts, or even pulled beef sandwiches. Brazilian Silveride is often described as rich and flavourful.

11



Striploin (Boneless)

Brazilian beef striploin, also known as sirloin, is a sought-after cut of beef known for its flavor and tenderness. It's a lean cut from the short loin, located in the middle of the cow's back. Brazilian striploin is a premium cut and is often grilled, roasted, or pan-seared.



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