



Brisbane's new steak Mecca

BRISBANE'S reputation as a Mecca for beef lovers just took another huge step forward following the recent opening of Moo Moo, a new upmarket steak dining venue in the heart of the city. The reputed \$3 million fit-out of the former Siggis site in the Stamford Plaza's Port Office building represents a massive endorsement for beef generally, and the consistency of performance of the nation's top-branded beef products in particular. The menu is a true celebration of the wide variety of branded beef now produced across Australia, from young, lighter grass and grainfed yearling through to the 'blockbuster' full-flavoured products like Tasmania's Cape Grim Natural, Rangers Valley 300-day grainfed, and Australian Agricultural Company's Darling Downs and Master Kobe longfed Wagyu brands. By any standards, this is an extraordinary collection of some of the world's most prestigious and highly regarded beef labels, and the detail and diversity contained in the menu reflect this.

Also making a big impact on Moo Moo customers is a previously unseen Tasmanian beef brand called Pure South, which made its Australian debut during the restaurant's recent launch. This new Greenham brand is arguably the best yearling-type product ever seen in Australia, being harvested from high-performance Angus-based cattle grainfed 70 days without the use of HGP. The genetics used and soft Tasmanian environment mean these 260kg average bodies make MSA boning groups 1-4, with many going a ridiculously low 1-2. The driving force behind Moo Moo is dynamic young restaurateur Steve Adams, who cut his teeth in a successful Gold Coast restaurant of the same name, before deciding to tackle the Brisbane market. "We built up a strong clientele and plenty of experience on the Gold Coast, and when we were approached by the Stamford Plaza to take over a magnificent historic building like this, we saw it as a once-in-a-lifetime opportunity," Steve said.



Moo Moo's Steve Adams, right, displays a sample of the high-performance yearling grainfed Pure South branded product with supplier Andrew Gapes, proprietor of the Platinum Prime wholesale business.

"It's not a big cavernous room, but a series of smaller, more intimate spaces, collectively seating 150. That helps set this place off against other restaurants in the steak market in

Brisbane," he said. "It's a real destination." As if the Brisbane Moo Moo opening was not project enough, Steve and his collaborators are about to open a

similar restaurant in a Fijian five-star resort, part of a worldwide hotel chain, again showcasing a similar range of top Aussie beef brands. Patrons arriving at Moo Moo know they have hit a serious red meat venue when they are confronted by an \$80,000 refrigerated dry-ageing display cabinet – one of only three or four in use in restaurants anywhere in Australia. About one-third of the product sold on the menu goes through a dry-ageing process for up to seven weeks. That represents an unbelievable challenge in terms of inventory control, shrink loss and other factors for a large restaurant, but it produces a product of unprecedented tenderness and depth of flavour. Up to 30 full ribs of Pure South product alone enter the 50-day dry-ageing process each week to keep up with demand. One of the big challenges has been in embedding sufficient product knowledge in wait staff to effectively guide customers through the large and highly detailed menu. "That's a tough job with a beef menu as broad as this, but they are really getting the grip of it now, after five weeks' trading," Steve said. "They've come a long way in a short space of time. Three or four years ago the average steak eater would not have been talking about marbling, or making distinctions about different flavour profiles out of different regions. But a lot more do today, and staff need to be able to discuss those options with some authority," he said.

● Country visitors in Brisbane for the Ekka looking for a unique steak dining experience could do worse than to make a booking at Moo Moo during the show. The restaurant is located in the Port Office building, next to the Stamford Plaza Hotel, corner of Edward and Margaret streets.

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Queensland Country Life and the Childs families, Glenlands Droughtmaster Stud, Bouldercombe have joined forces to offer readers the opportunity of winning a quality Droughtmaster heifer.

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Her sire, Calioran Benson is an integral part of the sire battery at Glenlands. *Glenlands Country Life* is a typical Benson daughter displaying length, femininity, tidy underline and udder formation, balance and confirmation.

Her extended pedigree involves a blend of 'breed greats' including Crusader Mission II and the Swan bulls, Horsham, 1636, Ironman and 609 and the show female, *Glenlands Daffodil* (Garthowen Zeno).

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