



SWALEDALE®

BUTCHERS

Swaledale Butchers Christmas Meat Box

This Christmas, Swaledale Butchers honour age-old traditions with a carefully curated Christmas Meat Box that celebrates specialist and typically less favoured joints for your Christmas table.

Known to most today as a Sirloin joint, in ancient times, a 'Baron of Beef' took centre stage at many a royal feast, especially over the festive season. 400 years ago, so overcome with the taste of the Sirloin he was served, King James famously knighted the humble joint, immortalising it forever more and inspiring us to bring you something a little different this Christmas.

Soon-to-be-launched, our Christmas Meat Box includes:

- Sirloin Roast, Rolled 2 kg
- Dry-cured York-style Ham Rump, 1.6 kg
- Pigs in Blankets 1 kg

Cost: £110

<https://swaledale.co.uk/products/the-swaledale-christmas-meat-box>



The Swaledale Christmas Meat Box



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Beef for Christmas

Just as prized cattle were held back for Christmas in times gone by, we also hold back our Dexter, Highland and Lowline cattle, ensuring optimal flavour following long summer and autumn months grazing on the lush, green pastures of the Yorkshire Dales.

Recently we have seen a resurgence in beef being served at Christmas, with Jorge Thomas (Director of Swaledale) noting a 15% increase in beef orders from previous years. The rolled Sirloin is proving particularly popular this year - King James would approve!

Swaledale believes this increase may be driven by the rise in avian influenza (bird flu) and its devastating impact on free-range poultry flocks, leading to a scarcity of free-range turkeys. Our savvy customers maintain a 'weathered eye' on unfolding events and as the virus continues to spread, many are driven to consider an alternative to the usual 'turkey Christmas' dinner.



Dexter Cattle in the Yorkshire Dales



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Who are Swaledale Butchers

We are a specialist butchery team with a whole-carcass, nose-to-tail philosophy for heritage and native breeds of cattle, sheep and pigs, slow grown and free to roam on small farms and smallholdings dotted around the wildly beautiful Yorkshire Dales.

All our grass-fed beef is dry-aged on the bone for a minimum of 28 days to maximise flavour. The Himalayan salt chamber is stacked full of prime steaks and roasting joints where, as if by magic, the salt wall creates the perfect environment to tenderise the meat for heightened succulence and depth of flavour.

Our meat is Always Fresh Never Frozen[®], butchered to order, vacuum packed, and shipped in recyclable packaging to arrive safely insulated and ready to enjoy.

If you would like any more information please contact:

tom@swaledale.co.uk

Kind regards

Tom