



SWALEDALE®

BUTCHERS

Chateaubriand is now the most sought-after steak for Valentine's day!

Chateaubriand steak is searched for on Google twice as much per month as fillet steak in the run-up to Valentine's Day, [Swaledale Butchers](#) reveal.

[Google search data](#) from 2022 reveals changes in the UK's steak-eating habits, as sharing steaks now make up 2 of the top 3 searched-for steaks in the UK.

Larger sharing steaks, some with a bone-in, are now 4 times more popular than they were a decade ago. This change in eating habits can be attributed to the UK population valuing more awe-inspiring steak cuts that can be shared on special occasions.

Quote from chef Valentine Warner:

Whilst fillet is certainly a more expensive and popular cut, one could rightly argue its flavour is less pronounced due to its lack of work over the cow's lifetime. This is certainly not so with Swaledale's slow-grown cattle, and I can only describe the taste of their Chateaubriand as excellent, all be it certainly gentler in taste than more active parts of the cow.



New recipe content for your readers

We have a fantastic new chateaubriand steak recipe from chef [George Ryle](#). This is the perfect dish for a special occasion; this most famous of steaks with an equally revered sauce.

You are welcome to use this recipe in your publication.



Chateaubriand, triple-cooked chips and béarnaise sauce

Many kitchens up and down the land have witnessed the debate rage about which is the superior steak sauce. Is it the heat of a classic peppercorn sauce, the pure indulgence of a bordelaise, the zing and bounce of a chimichurri (or indeed salsa verde) or is it the majesty of a silky bearnaise? Of course, there is no definitive answer, but it is clear to me that bearnaise is totally delicious and is not only a great accomplice for the beef but also the chips; and that to me is important. For there is one thing that I can give a definitive answer to, and that is the question of the best thing to eat with steaks. The answer: chips!

<https://journal.swaledale.co.uk/recipes/chateaubriand-triple-cooked-chips/>

Swaledale's Valentine's Collection



The act of cooking something special for the person you love is a symbol of your wish to nourish and care for them.

Whether you're hoping to make a bold statement with an ambitious new recipe, or planning a tried and tasted favourite dish from your repertoire, the quality of the ingredients will set the tone. Regardless of how you like to lay the table, dim the lights or cue the music, we've come up with a selection of sharing steaks and other cuts that are bloody amazing. Cook a show-stopping meal that you'll enjoy together, and remember forever.

<https://swaledale.co.uk/collections/valentines-day>

Who are Swaledale Butchers

We are a specialist butchery team with a whole-carass, 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.

Swaledale has built relationships with a collective of like-minded farmers, the real heroes of The Dales, without whom the preservation of native breeds would not be possible. We've also fostered connections with some of the most discerning chefs across the UK, who've become great friends and often visit us, and our farming partners in Yorkshire.

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.

We are the link between the independent farmers on The Dales, and yourselves, the ethical home cooks, and the imaginative restaurant chefs. We promise meat that's Always Fresh Never Frozen®, sustainable, 100% traceable and the best of what's farmed in The Dales.

There will always be an easier, cheaper and more consistent source of meat available to you, via supermarkets or an imported source, however together, we've chosen to take the harder, longer road, because that is where the real reward lies.

If you would like any more information, please contact:

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Kind regards

Tom