

Our Taste the Difference British Beef Steaks

Taste the Difference cattle are selected from trusted farms and our farmers are dedicated to producing the best quality beef.

All of our Taste the Difference steaks are matured for 30 days. Dry aged for 14 days on the bone and matured for a further 16 days for optimum succulence and flavour.

Our beef steaks are tenderness assured, proven by science and fully traceable back to farm.

Fillet steaks matured for 30 days - not dry aged.

70%
LESS PLASTIC

This product sits on a fully recyclable card base, with card that is sourced from certified sustainable forestry. This pack uses 70% less plastic than our equivalent plastic tray.

taste
THE DIFFERENCE

TENDERNESS ASSURED
Proven by Science & fully traceable
back to farm
that's why you can taste the difference



Tenderness Assurance meets consumer demand for a succulent and tender steak.

Challenge

Tenderness is considered by the food industry and consumers to be the most important quality in beef and a valuable driver for customer loyalty. Consumer experience of beef eating quality can vary, which greatly influences purchasing frequency.

Solution

ABP, who supply steak products to Sainsbury's were the first European producer to adopt the DNA TraceBack® platform to ensure supply chain transparency in animal processing. Guided by our experts, they recognised that the platform could play a transformative role in delivering a differentiated range of beef products.

By bringing together data from multiple sources, including live animal data, processing, post-slaughter handling, and genetic profiles, and using predictive analytics, DNA TraceBack® Tenderness Assurance enables the reliable prediction of beef tenderness. ABP used this advantage to deliver a differentiated range of high-quality products to the retail customer. The innovation also supports the promise of tender steaks for the premium 'Taste the Difference' range marketed by Sainsbury's.



“We are proud to use this innovation so that our customers can confidently select the best product available to meet consumer demand for succulent and tender steak”

Gavin Hodgson,
Buying Manager, Meat, Fish and Poultry,
Sainsbury's.

Benefit

DNA TraceBack® Tenderness Assurance offers a ground-breaking solution for meat processors seeking to innovate by offering a differentiated range of beef products using evidence-based and reliable information in production.

Retailers and food service organisations can differentiate their brands by providing strong assurances about beef tenderness and drive customer loyalty to high-quality, premium products.