

DANISH CROWN YOUR GUIDE TO: BBQ

In an ever-growing market, we know that getting barbecue cuisine just right is really important! Customers are growing more demanding as the market expands. That's why we've put together this BBQ guide, to help you:

- ✓ Train your team on the history and techniques - why not print this guide and give it to them as a hand out?
- ✓ Discover which regional styles suit your menu!
- ✓ Deliver authentic dishes to your customers!
- ✓ Find the best barbecue meat products for you!



HISTORY

Man has been cooking meat over an open flame since they discovered fire, and smoking has been used as a way of preserving and flavouring food for many thousands of years. But the development of the barbecue cooking method began when settlers came to the Americas in the late 1400s, accompanied by their slaves.

Residing mostly in the Mississippi Delta, the slaves would often use the less desirable cuts of meat to prepare their meals. These meats tended to have a higher fat content, and were dense with bones, such as ribs. They therefore needed to be cooked for longer and at a lower temperature, to render down the fats and to keep them juicy.

At the same time, Columbus and a few Spanish explorers were making their way to the South, bringing with them their recently developed barbacoa method, cooking meat over an indirect flame. They used green wood on top of the fire to prevent the food from burning. And when these elements combined, barbecue was born!

The first pigs came to the Americas with Spanish explorers, and quickly turned feral. This provided the most widely used meat in barbecue, pork ribs, as well as the pork shoulder for pulled pork. In more recent times, pork has become more favourable because pigs can convert feed to meat at a rate six times quicker than cows!

WOOD

Since the wood smoke flavours the food, the particular type of wood influences the process; different woods impart different flavours, so availability of various woods for smoking influences the taste of the barbecue in different regions. Hard woods such as hickory, mesquite, pecan and the different varieties of oak impart a strong smoke flavour. Maple, alder, and fruit woods like apple, pear, and cherry impart a milder, sweeter taste. Stronger flavoured woods are used for pork and beef, while the lighter flavoured woods are used for fish and poultry.

The smoke ring is a layer of pink that lies just below the crust and is a key sign of a good BBQ. The ring is created when myoglobin, the protein that gives meat its red colour, binds with the nitrogen dioxide which is created by burning wood. They react together on the wet surface of the meat and the smoke locks in the prized pink colour.

TECHNIQUE

Barbecue refers to a technique of cooking that's all about the low and slow. The techniques used in barbecue are hot smoking, and smoke cooking. Hot cooking is when the meat is cooked with a wood fire over indirect heat, at temperatures between 49 and 82 degrees Celsius, while smoke cooking is over indirect fire at higher temperatures. The cooking process can take as many as 18 hours, and this long and slow method leaves the meat tender and juicy. Delicious!

REGIONAL STYLES



CAROLINA

Carolina style barbecue uses predominantly pork, in the form of pulled, shredded, chopped, or even whole hog. The pork is often rubbed with a spice mix first, then mopped with a vinegar-pepper sauce during smoking. Whole hog barbecues are usually served on mass in cafeteria-style lines, where you can ask for whichever cut you want - ribs, skin, inside or outside meat. Get stuck in!

TEXAS, TX

In Texas, they barbecue mostly beef. Brisket is King, and is available absolutely everywhere you go, from the leaner 'first cut' to the whole brisket with a layer of fat running through the middle. Ribs and pork appear mostly in the East of Texas. The meat may have a wet rub or sauce for smoking, but you'll rarely find sauces on the final product in Texas; the meat speaks for itself.

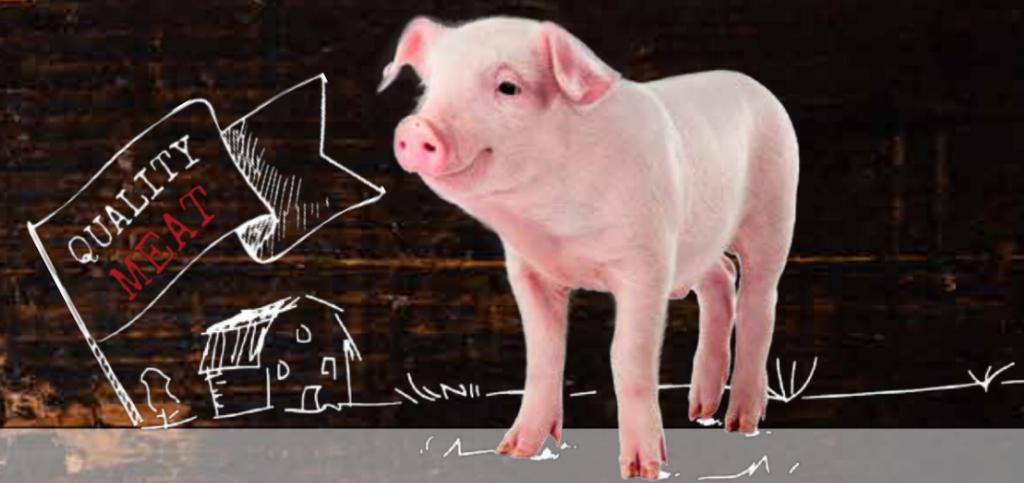
KANSAS CITY, MO

The Kansas style is characterised by a wide variety of meat, namely pork, beef and unusually lamb, that is smoked with a dry rub and served with a table sauce. Kansas sauces are known to be thick and sweet. Kansas even has a self-contained style in St. Louis, famous for their St. Louis pork ribs. They're also known for their Crispy Snoots, a delicacy not for the faint hearted! Crispy Snoots are barbecued pig snouts, often covered in sauce after being crisped over an open grill.

MEMPHIS, TN

Memphis is the top dog when it comes to ribs. Serving them both wet and dry, wet ribs are coated in a sauce before smoking while dry ribs take a dry spiced rub before cooking. Wet ribs are also brushed with a sauce when served. The other key barbecue dish you will find in Memphis is their barbecue sandwiches, typically chopped pork on a simple bun, topped with coleslaw and sauce.

DANISH CROWN YOUR GUIDE TO: BARBECUE



BARBECUE BEEF

With a wide selection of cattle in our portfolio, we can pick out the superlative quality meat from the herd. Diversity in nutrition and breeding means that we can find the perfect cow for you!

USDA PRIME BRISKET

A good brisket is hard to find, and that's why our Prime grade brisket classified by the United States Department of Agriculture is a popular choice. Brisket is cut from the breast or lower chest of the cow, beneath the first five ribs, and is considered one of the nine primal beef cuts.

Consisting of a large flat muscle with generous layers of fat, brisket is an ideal cut for the barbecue techniques and regional styles! We offer a variety of cattle that have had both a corn and grain based diet to increase the level of marbling, thus making for a juicier meat when cooked low 'n' slow!



BEEF SHORT RIBS

Adding variety to any barbecue joint, beef short ribs have a very high fat to meat ratio and are therefore an ideal cut for barbecue techniques. Beef short ribs are typically cut from the Jacob's Ladder, which usually forms the first 5-6 ribs from the front of the cow.

The most popular choices are 3-bone or 4-bone beef short ribs. However, we are able to make bespoke specifications for you so that you get the exact product you want. This means that we can give you a point of difference in an ever-growing market place.

IT'S ALL ABOUT PORK

PORK SHOULDER

THE BOSTON BUTT

The most authentic cut for American home-made pulled pork, boston butts are tender and succulent when cooked BBQ style. Our boston butts have an outer fat layer of up to 10mm, and are sold bone-in with collar and scapula. The boston butt namesake originated on old English, whereby a butt referred to the widest part, and not the rear. As the shoulder is infact the widest part of the pig, this is how pork shoulder aptly acquired it's name.

THE PORK RIB-EYE

The pork chop, or rib-eye, is cut from the pork collar. It therefore has a lot of marbling through it, making for a juicier and more flavoursome cut. What's great about this cut is that it is more economical than a beef rib-eye, but still holds the same premium connotations!

PORK RIBS

Perhaps the most synonymous with barbecue cuisine are pork ribs. Juicy, melt in the mouth, and perfect for getting a little messy. With such variety available with racks of ribs, the possibilities for a point of difference are great! Which cut suits your menu best?

THE ST. LOUIS RIB

Square-cut belly rib with consistant meat layer, cut to customer specification; a BBQ Pitmaster's favourite.

THE BABY BACK RIB (LOIN)

Loin rib (otherwise known as the baby back rib) in weight ranges of 650g+ and 750g+. Consistently meaty with regular bone width and length; you'll deliver uniform dishes every time.

THE MEATY RIB

Meaty square-cut belly rib with consistant meat layer left on the bone. An impressive rack of ribs to wow even the most carnivorous of customers!