

The name CERVENA® is derived from the words:

“Cervidae” the Latin root for deer;

“Venison” the Latin root for hunted game; and

“A” for premium quality;

CER (vidae) + VEN (ison) + A

TIPS OF THE TRADE

* **Shelf Life** - Chilled Four Seasons Cervena® venison with the *gold striped packaging* has a shelf life of up to 14 weeks, and frozen (in silver striped packaging) can be stored for two years.

* **Vacuum Bag** - Let the meat breathe after opening the vacuum bag. As it re-oxygenates, the color will change to a rich red in a matter of minutes.

* **Trimming** - We suggest removing silver-skin prior to cooking. The silverskin tends to shrink during cooking, and can pull some cuts out of shape.

* **Tying** - Tying of cuts such as medallions will help them retain their shape.

* **Storage** - Freshly chilled Four Seasons Cervena® has been stored consistently between -1.5 & +1.5C before it reaches you. For best results, keep the product at a constant temperature within this range. When storing Four Seasons Cervena® in the refrigerator, open the bag and place meat in a clean container. Rest for a few minutes to allow the meat to ‘bloom’ then cover loosely with a clean, damp cloth (or coat with oil or spice mix and cover with plastic wrap). Refrigerate until required. Four Seasons Cervena® retains its eating quality for up to 3 days when stored using one of these methods.

* **Preparation** - The marinades, sauces and glazes associated with wild venison are not necessary for Four Seasons Cervena®, as the meat is naturally tender and mildly flavored. Light sauces are ideal as they complement its subtle taste.

* **Serving Suggestion** - Serve rare or medium rare. Rest the meat after cooking so that natural juices will disperse evenly.



... a Four Seasons Winner.

FOUR SEASONS CERVENA® is:

- **Consistent** - order to order
- **Tender** - from animals aged three years and under
- **Premium quality** - due to stringent quality controls
- **Natural** - raised with no steroids or hormones, free range
- **Healthy** - low in fat, calories and cholesterol yet a good source of protein and iron
- **Mild yet distinctive taste** - not ‘gamey’ as traditional hunted ‘wild’ venison can be
- **Easy to prepare** - quick cooking
- **High yielding** - requires minimal trimming

NUTRITIONAL COMPARISON

Based on 85 grams cooked portions

	CERVENA® LEG CUT	BEEF TENDERLOIN	CHICKEN BREAST (no skin)	SALMON (broiled)
Calories	139	174	140	140
Fat (g)	5	8	3	5
Cholesterol (mg)	62	72	72	60
Protein (g)	22	24	26	21

SOURCE: U.S. DEPARTMENT OF AGRICULTURE AND ESHA RESEARCH ANALYSIS OF VENISON AT THE NATIONAL FOOD LABORATORY, INC.

The *New Zealand Lamb Company Ltd.* is a leading importer of high quality venison and lamb products into the Canadian market. For more information contact us at:

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To digitally view this brochure visit:
www.nzlamb.com/FourSeasonsCervena/

WHAT'S SO SPECIAL?

FOUR SEASONS



cervena®
NATURAL TENDER VENISON



From the pristine, open farmlands of New Zealand comes **FOUR SEASONS CERVENA®**, the new premium brand of farmed venison.

What makes **FOUR SEASONS CERVENA®** a ‘FOUR SEASONS WINNER’?

Quite simply - our strength is our supply. We are owned by our suppliers – the very farmers that raise the stock, and the processor/exporters that package and deliver it to our Canadian distribution network.

All have a vested interest in perfecting the art of seamless delivery – to the most discerning chefs in the Nation. You could call it a ‘Kiwi Passion’ ... our pride in this product carries from pasture to plate.

In developing this product line for you, we hit the streets and simply *listened* to the professionals. Those who are the ‘top of their game’, when turning meat into masterpieces. Cutting lines, trim, portion control and packaging ... designed ‘by chefs – for chefs’.

Our company has processing operations throughout New Zealand, giving us the ability to procure supply from the tip of the North ... to the bottom of the South. Our processing companies are HACCP compliant, and meet the highest standards of inspection in the internationally recognized ISO9002 Quality Assurance Program.

Our ‘fully integrated supply chain’ incorporates numerous checkpoints along the way, to guarantee the integrity of the product on its journey from the farm gate to your table.

Complete customer service is our goal. So if ‘the creek rises’, ‘the truck breaks down’ or ‘the dog ate the paperwork’ – you can rest assured that we are well positioned to keep you in stock of Four Seasons Cervena®, the ‘Meat of Kings’!

Four Seasons Cervena® ...



1
DENVER LEG



2
SHORTLOIN



3
FRENCHED RACK



4
TENDERLOIN



6
SADDLE



5
STRIPLOIN



CODE	CUT DESCRIPTIONS	PIECE WEIGHT RANGE (KGS.)	PIECES PER VACUUM	PIECES PER CARTON	AVG. CTN. WT. (KGS.)
1. 35540	DENVER LEG - DENUDED, DESINUED LEG PORTIONS	NA	1 LEG SET / 2 PKGS.	2 (1 LEG SET)	9.5
2. 35580 / 1	SHORTLOIN - FULLY DENUDED	<0.68 / >0.68	2	8/6	17/21
3. 35570 / 1 / 2	FRENCHED RACKS	<1-1.4 / >1.4	1	5/4/4	10/11/13
4. 35590 / 1	TENDERLOIN	<0.45 / >0.45	2	10/8	15/18
5. 35560 / 1	STRIPLOIN - SIDE MUSCLE REMOVED, TRIMMED	1-1.81 / >1.81	1	8/6	25/27
6. 35550 / 1	BONE-IN SADDLE	6.35-8.16 / 8.16-10	1	3/2	48/42

NOTES: SADDLES AVAILABLE SPLIT • FRENCHED RACKS AVAILABLE IN PORTION CONTROLLED 2 OR 4 RIB PACKS
STRIPLOIN AVAILABLE FULLY DENUDED • DENVER LEG FILET/MEDALLIONS AVAILABLE