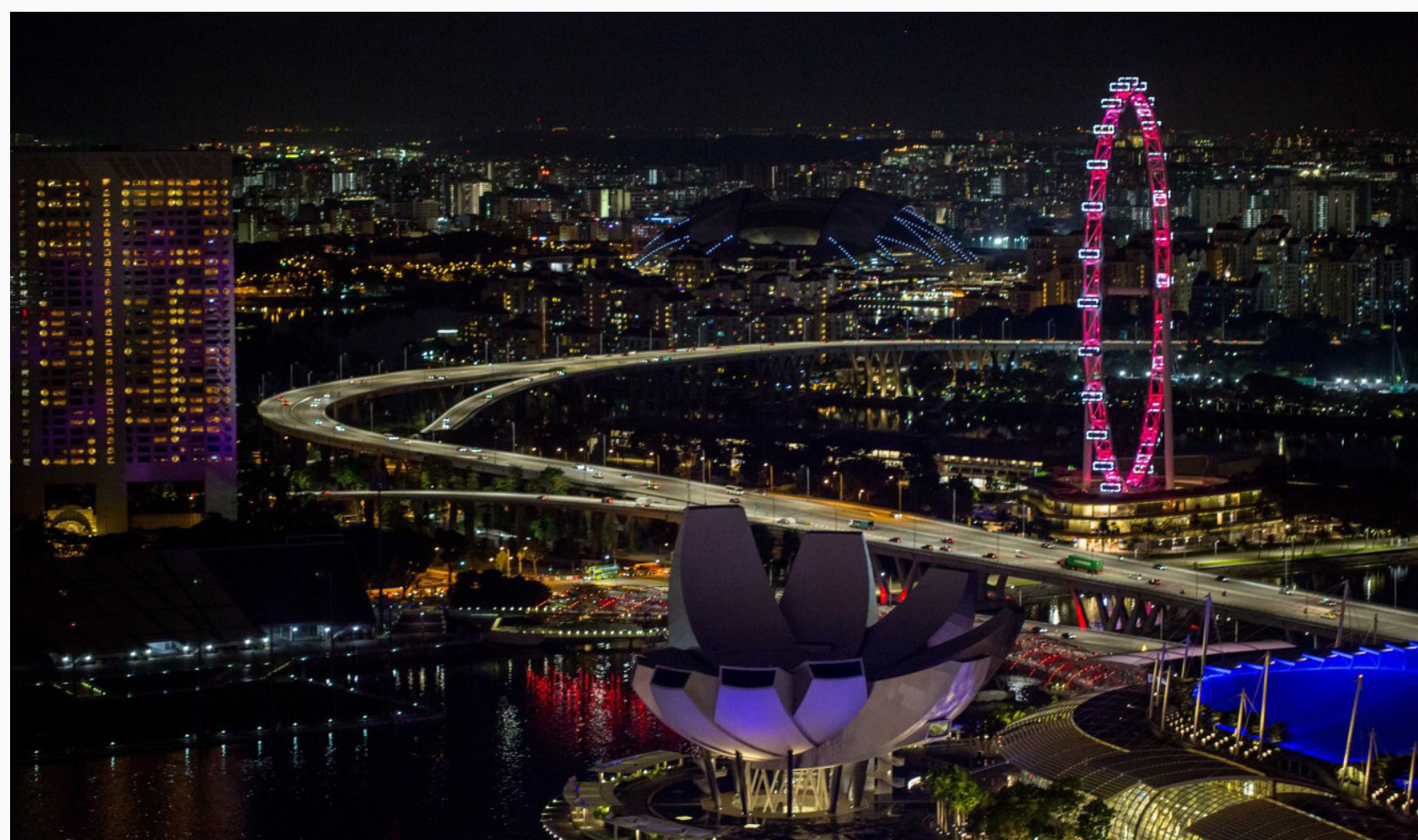


A Cut of Freedom by Westholme & Culina (1 – 30 November 2018)

NOVEMBER 17, 2018

The **Westholme** herd finds its roots in the vast rangelands of Australia's Great Dividing Range, where they are born wild and graze on acreage of unspoilt Mitchell grass. Families resolve in crafting the finest beef steward the land, before it is exclusively distributed in Singapore by **Culina**. It is said that the Westholme herd contains some of the most credentialed Wagyu cattle to ever leave Japan, with its marbling, texture, and flavour perfected across the span of generations.



View from LeVeL33

For the month of **November 2018**, Westholme and Culina, alongside 9 participating restaurants, will be presenting freshly minted menu and dishes with a view to showcasing some of the best of Westholme, prime and unorthodox cuts alike. In this campaign entitled "**A Cut of Freedom**", diners will be proffered an opportunity to be acquainted with secondary cuts; timely, as they have been progressively emerging from the shadows. Flat iron is one such cut, as some who have been to a London restaurant so named may find familiar.

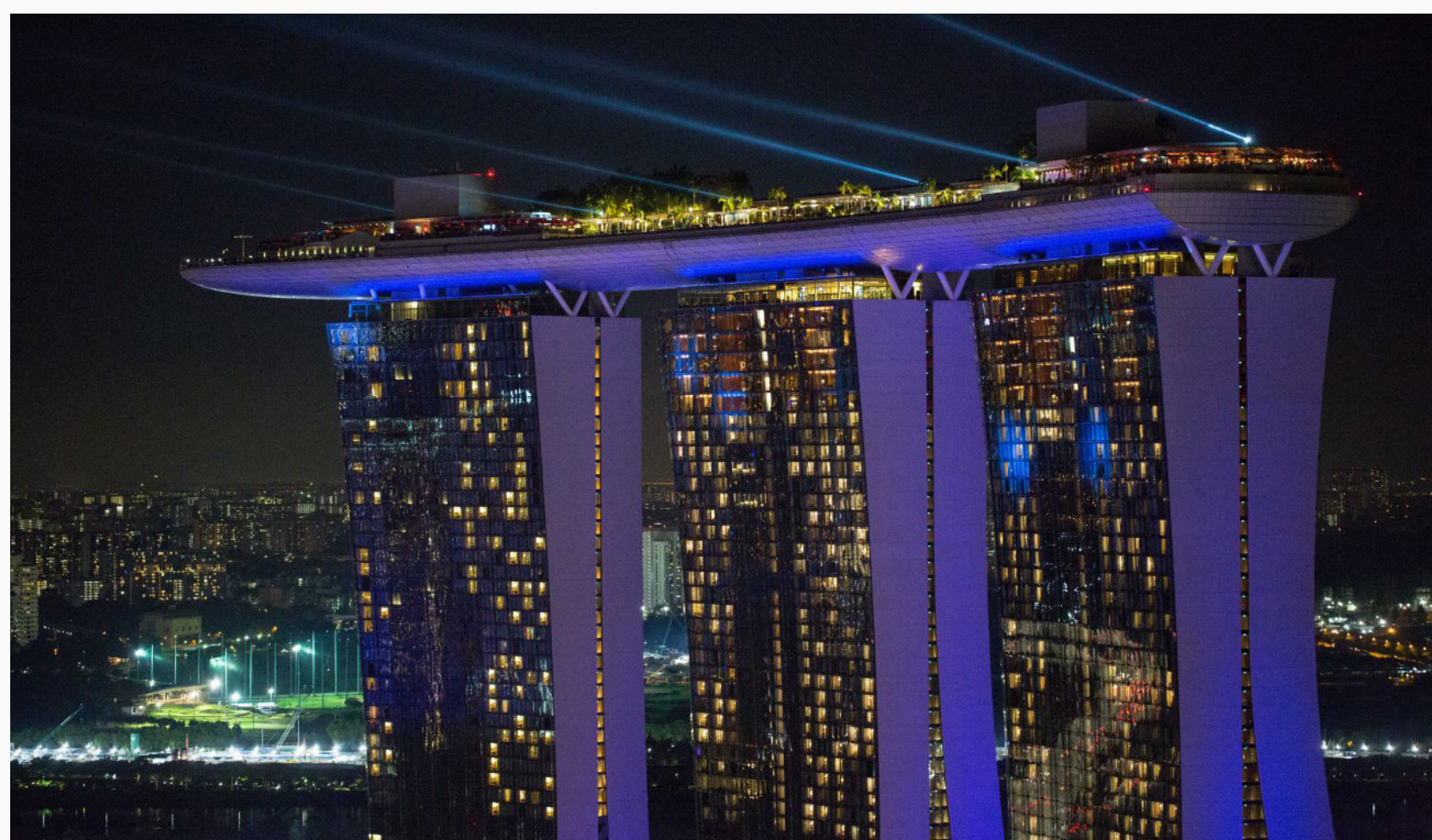


LeVeL33 left us the most impressed. We remember fervently recommending its Kangaroo Loin just about a year ago, and now find ourselves doing the same for its take on **Westholme Tri-tip** (\$25++) (tri-tip being the end cut of the sirloin). The play of bold flavours and texture was what we are most attracted to: the pepper and malt crust for that rough edge, and the chilli and lime dressing for the piquant taste. While one would not usually mask the au naturel identity of ribeye steak, for instance, we take the view that experimental treatment to secondary cuts, which have relatively less inherent flavours, yields more than what may be lost. We keenly wish they would make this a mainstay on their menu.



That evening, we also had the pleasure of trying **Candlenut's Westholme Intercostal Rib Rendang** (\$32++), **Plentyfull's Smoked Westholme Navel End Brisket Pastrami with Brioche** (\$18.90++) (we were told that guests like it so much they are buying it off Plentyfull like they are a deli), and **Salted & Hung's Westholme's Tri-tip** (\$68++).

As part of the promotion, patrons of the participating restaurants stand a chance to win an **exclusive dinner for two worth \$1,000** when they follow [@True_Westholme](#) and share a picture of their favourite Westholme dish on Instagram, with the hashtag **#ACutofFreedom**.



A Cut of Freedom by Westholme & Culina

The full list of participating restaurants are:

1. boCHINche

3-course menu (\$90++): Westholme Ox Tongue with eggplant-escabeche, Parmesan biscuit, horseradish, and nasturtium | Char-grilled Westholme Hanger Steak with chimichurri sauce | Dessert

2. Candlenut

Westholme Intercostal Rib Rendang with serunding and tumeric leaf (\$32++)

3. Common Man Stan

Westholme Brisket & Tri-tip with celeriac and black garlic puree, pickled onions, and mustard sauce (\$32++)

4. Esquina

Aburi Westholme Oyster Blade with micro Thai salad and crispy beef (\$22++)

5. LeVeL33

Westholme Tri-tip with pepper and malt crust, grilled qing long cai, and chilli and lime dressing (\$25++)

6. Plentyfull

Grilled Westholme Striploin with Asian chimichurri, Manjimup truffle cream, bone marrow jus, and caramelised banana shallots (\$58++);

2-course menu (\$18.90++): Appetiser | Smoked Westholme Navel End Brisket Pastrami with brioche, pickled jalapeno, and smoked cheddar | Black coffee or tea

7. Salt Grill & Sky Bar

Westholme Grilled Sirloin with glazed Westholme Cheek, salt-baked carrot, and black truffle tarragon (\$88++)

8. Salted & Hung

Westholme Tri-tip & carrots, with fermented carrot puree, cauliflower puree, miso-roasted baby carrots, pickled baby carrots, and spiced hazelnuts (\$68++)

9. Steakville

3-course menu (\$58++): Beef Graise scented 64-degree sous-vide egg with Westholme Ribeye Cap Confit | Gateaux of Westholme Ribeye Cap | Flamed Westholme's Deckle Steak

➤ MEDIA INVITES

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