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IN THIS ISSUE: INTERCONTINENTAL
SINGAPORE'S HERITAGE AFTERNOON TEA

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FOOD MAGAZINE
OF THE
YEAR 2016

life's refinements

Sip-worthy
California
wines

Caesar
Salads
you'll love

Steak & Lobster:
make the best
surf n' turf ever

From
Sea to Sky
our airline and cruise
dining issue



THE BEST BEEF DOWN UNDER

Good cattle breeds, expansive pastures and nutritional diets are the key ingredients that make great Westholme and Wylarah beef.

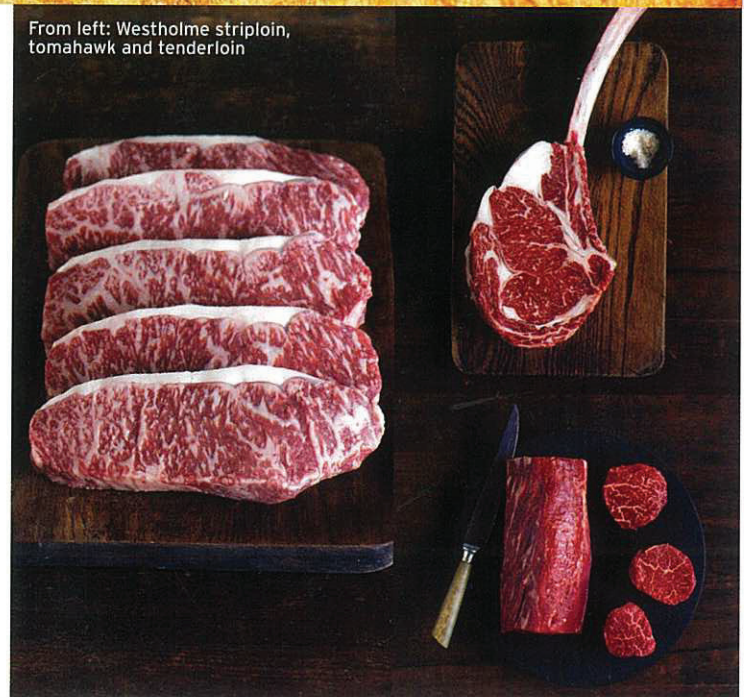


Ever wonder where the tender roast prime ribs or perfectly grilled ribeye that you are having for dinner comes from? Meat aficionados know that an exceptional hunk of steak originating from the best reared cattle can make all the difference in taste, texture and flavour. When it comes to the provenance behind beef, two premium brands from Australia, Westholme and Wylarah, offer consumers the last word in quality.

Produced by Australian Agricultural Company (AACo), Westholme beef has its origins from three Japan-born, Hongen-registered champion sires and Hongen-registered Kedaka, Tajiri and Fujiyoshi females. For more than 20 years, Westholme cattle has been raised on expansive Australian stations – four times the size of Singapore – and fed on natural grass as well as a proprietary blend of freshly milled grains. With a great foundation bloodline, sprawling landscape and quality diet, AACo is able to produce a high standard of beef with a rich marbling and tenderness throughout the cut. A succulent buttery flavour with a nutty creamy finish is the hallmark of Westholme beef.

Its more premium cousin, also produced by AACo, is Wylarah beef. Touted as “the best beef you will ever eat”, this luxury

From left: Westholme striploin, tomahawk and tenderloin

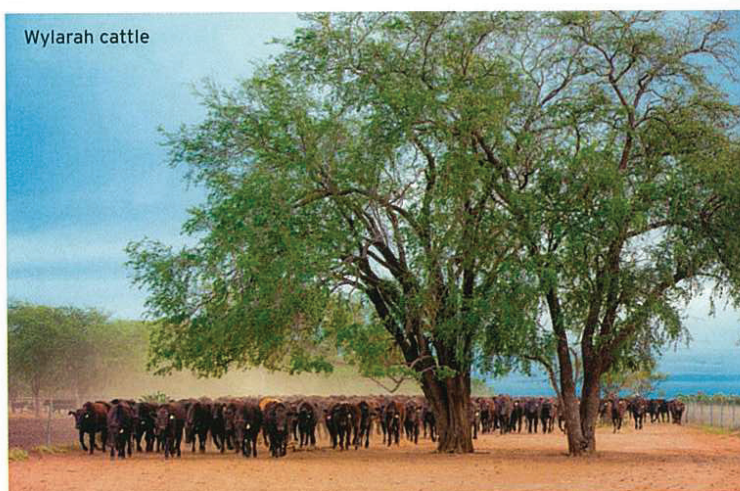
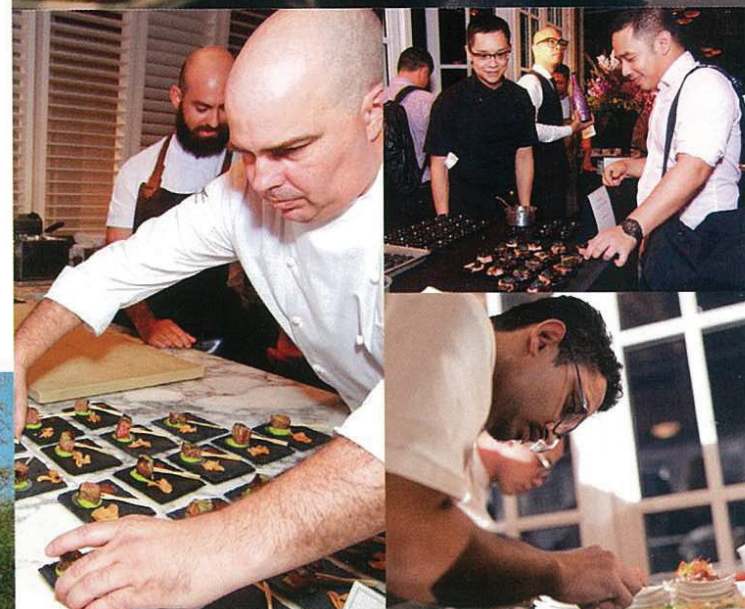


product boasts the perfect ratio of marbling and lean. It's all thanks to a combination of excellent pastures where the cattle can roam free and a nutritious diet of quality grains that give Wylarah beef such a great flavour base. The pleasant sweetness, fine textures and multi-layered flavours - herbaceous, toasty and caramel - create a mouth-watering sensation on the palate.

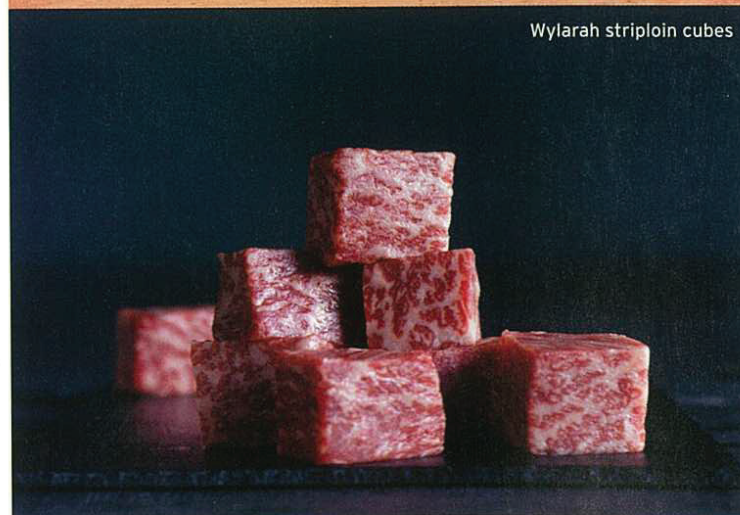
Credit also goes to the farming families who look after the pastures, devoting great passion, care and attention to ensure the high quality of Westholme and Wylarah cattle. Westholme and Wylarah calves are both tagged at a very early age. Their weight, paddock movements and vaccination dates are also carefully tracked and recorded to ensure healthy cattle.

Culina, a leading purveyor of specialist epicurean foods and wines, has introduced both brands to Singapore, offering consumers a reputable choice for quality beef. To experience the magic on the palate, stop by Culina at Dempsey for a meal at the bistro or purchase the beef at the in-house butchery for home cooking.

At a launch event last year, Culina presented a showcase of creative dishes by several noteworthy chefs. Take inspiration for your next kitchen experiment from the dishes executed by Dave Pynt of Burnt Ends, Malcolm Lee of one Michelin-starred Candlenut, Rishi Naleendra of Cheek by Jowl, Joshua Brown of one Michelin-starred CUT by Wolfgang Puck, Daniel Chavez of OLA Cocina del Mar and Greg Bess of Spago by Wolfgang Puck. Proof that Westholme and Wylarah beef are as versatile as they



Wylarah cattle



Wylarah striploin cubes

are delicious, Bess served Westholme Binchotan-Grilled Striploin and Westholme Kalbi Sandwich; Chavez created Westholme Lomo Saltado, a Peruvian-Cantonese fusion dish of beef strips stir-fried in onions, tomatoes, soya sauce and red wine vinegar, using Westholme ribeye; Lee whipped up a succulent Westholme Beef Shortribs with *buak keluak* sambal; and Naleendra prepared Westholme Beef Rump Cap Tataki with fermented soy and apple salad. Brown and Pynt created Wylarah Steak Frites and Wylarah Grilled Striploin respectively.

Singapore brand ambassador Terry Farrell sums it up best. "Our wild born and raised cattle have the best genetics to produce the best steak. The chefs creatively prepared our carefully selected cuts to offer a premium Australian beef experience. Westholme steaks are juicy with rich marbling and have a signature tenderness. Wylarah is the perfect balance of marbling and lean, it's really the best steak you'll ever eat. Only the most exclusive cuts from the very best animals make it into our Wylarah."

Culina
Quality Food & Beverage

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