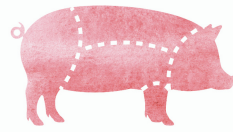


DRY AGED MEAT

FROM
HOLLOW TREES
FARM



HOLLOW
TREES
FARM
BUTCHER

Dry ageing is a process that goes back thousands of years, before the invention of refrigeration! It is a time-honoured technique that both enhances the flavour and tenderness of meat.

When you put a piece of meat into a controlled open-air environment it goes through a flavour transformation. By exposing the meat to air, moisture is pulled out and the natural enzymes in the beef break the muscles down slowly over time. When the surface of the beef dries, it creates a crust over the muscle, but what's inside stays moist and red making it deliciously tender when cooking.