

# Heritage Breeds

## Longhorn

Aubrey Allen®

The Chef's Butcher

Our aim is to always source the best available meat in the British Isles and this philosophy dates back to the 1930's when Aubrey Allen - Russell Allen and Lucianne Allen's grandfather - opened his back street butchers shop to feed the people of Coventry.

We select only the top 1% of the very best beef in the country and when we find an exceptional breed, we welcome that into our Heritage Breeds.

Back as far as the eighteenth century, people still wanted great tasting meat. Robert Bakewell saw this so went on a mission in search of the best cattle he could breed. Through selection and cross breeding he was determined to find a lean great tasting meat.

He produced the Longhorn which was for many years the predominant British cattle breed. After a decline following Bakewell's passing, the breed was rescued and fast forward to the 21st century is one of Britain's most popular beef breeds.

We work with Longhorn cattle grazed in the basin beneath the Shropshire Hills, this heritage beef has been raised hand in hand with nature, in a circular farming system, mimicking natural herd behaviours, which means that every decision considers the ecology, environment, and biodiversity of the farm the cattle are reared on.

The kind, docile nature of the Longhorn produces a relaxed meat, allowing our craftsman to work on the finished carcasses to produce a desirable marbled product with extraordinary succulence, tenderness and a rich flavour.

Matured in one of our five scientifically structured, dry ageing chambers for a minimum of 35 days further enhances the texture and flavour.

