

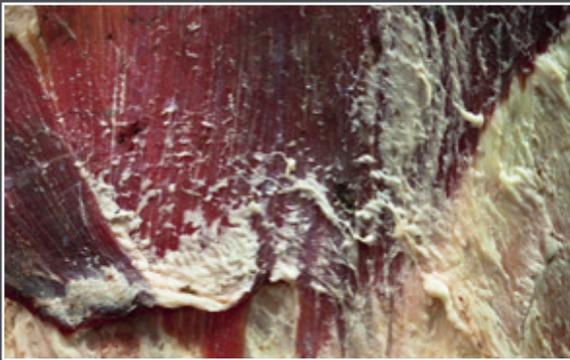


EIREYU

IRISH BEEF



Kevin Thornton





Eireyu is a new and exciting brand of Irish beef. Developed by Michelin starred chef Kevin Thornton, it is a cross between Waghu and Angus beef.

But as well as a meeting of breeds, it is a combination of two philosophies: Eire, the Gaelic for Ireland, speaks of nature and naturalness, the perfect place to raise the finest cattle. Yu, the Japanese word for gentleness, speaks of the gentle nurturing that the animals receive.

Each calf is fed on its mother's milk for 7 months. Then, it's free to feast on the green pastures of Ireland's unspoilt land. As well as on two pints of the black stuff - Guinness, another of Ireland's finest exports - per day. But the nurturing doesn't stop there.

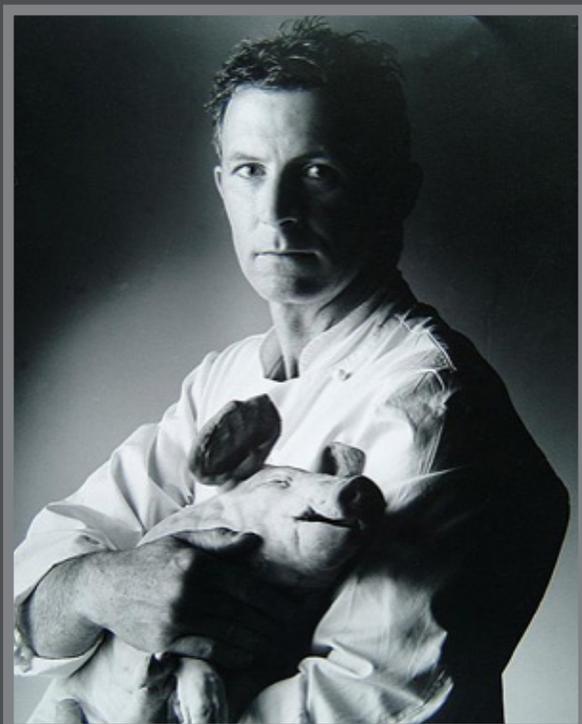
Each calf is massaged twice a day with Poitin, a legendary aquavit, and goes to rest every day on bedding made from another unique Irish product - 10,000 year old peat turf, which enhances each animal's coat.

The result of this relaxing, stress-free nurturing environment: the highest grade of beef possible, with unique hints of barley and grassland, from wonderfully marbled, deep red meat.

Try some - it's an unforgettable taste.

"I have a passion for the finest quality, in everything I do. That's why I set out to create a unique Irish product to serve in my restaurant. And I'd like to share it with you, too."

Kevin Thornton



About Eireyu's creator, Kevin Thornton

Kevin is one of Ireland's most distinguished chefs. He is the owner of Thornton's of Dublin which received its second Michelin star in 2002, as well as being voted one of the top 25 restaurants of the world.

Kevin grew up in Cashel in the heart of Ireland's dairyland, where he learned a profound respect for nature and its produce.