****

 **PRESS RELEASE**

19th October 2021

**LET’S TALK ABOUT STEAK BABY**

**British shoppers splash £812m on fresh beef steak as sales leap 11.26% Y-O-Y**

* Brits splashed £811,575 million on fresh beef steaks in the 52 weeks to 8 August 2021, compared to £729,419 million the previous year – a rise of 11.26% Y-O-Y, latest Kantar figures show.
* The findings come as the World Steak Challenge, a celebration of the finest steaks on the planet, returns on November 10 for its seventh year.
* To celebrate, renowned chefs & industry experts reveal how to create the ultimate steak dinner at home and eight common mis-steaks to avoid.

Brits splashed £811,575\* million on fresh beef steaks to eat at home in the 52 weeks to 8 August 2021, latest figures from Kantar show.

Take-home steak sales rose by 11.26% in the 52 weeks to 8 August 2021, compared to £729,419 million the previous year.

The volume of fresh beef steaks sold was also up 9.64% year-on-year, the findings showed.

As well as steaks, other premium beef product ranges\*\* continued to allure shoppers, accounting for 5.6% of the total beef market in the 52 weeks ending 8 August 2021, compared to 4.6% the year before.

The findings come as prestigious meat competition the World Steak Challenge, returns on November 10 for its seventh year with official host partner Bord Bia.

Speaking about the leap in take-home steak sales, Keith Fisher, a fourth-generation family butcher, Institute of Meat chief executive and World Steak Challenge advisor and judge, said: “During the lockdowns, people were restricted on where they could go and eating out became a ‘dine at home’ situation.

“Many may have wanted to recreate that feel-good restaurant experience and upgraded to better quality beef steaks.

“I’m not surprised by the rise in steak sales, especially as there now seems to be a far greater number of really top quality, well-cut, well-trimmed steaks on display in stores.”

The World Steak Challenge will see a panel of 50 independent judges converge at the prestigious FIRE Steakhouse & Bar next month to test out and crown the world’s best steak, as well as name 2021 champions in the sirloin, rib-eye, fillet, grain-fed and grass-fed categories.

To celebrate the return of the international competition, the World Steak Challenge has compiled a guide on how to recreate the ultimate steak dinner at home.

Ioannis Grammenos, who heads up the multi-award-winning Heliot Steak House in London, believes anyone can serve up an irresistibly juicy cut with some insider knowledge, yet a quarter of the British public do not feel comfortable cooking steak.

“People get very nervous about cooking steaks but its best to try and relax, take your time and let the heat do the job,” the celebrity chef and WSC chair of judges said. “It’s important to season well before cooking too.”

Below Ioannis and other industry experts share their top tips and reveal the eight common mis-steaks to avoid.

**Notes to editors**

Source: Kantar

Take home grocery sales – beef steaks (52 weeks to 8 August 2021)

|  |  |
| --- | --- |
| **TOTAL** | VALUE |
|  | Value last year (£000's)  | Value this year (£000's)  | Share %  | % y-o-y |
|     Fresh Beef Steaks   | 729419 | 811575 | 9.8 | 11.26 |

|  |  |
| --- | --- |
| **TOTAL** | VOLUME |
|  | Volume last year kg (000's) | Volume this year kg (000's)  | Share %  | % y-o-y |
|     Fresh Beef Steaks   | 54648 | 59915 | 4.5 | 9.64 |

Source: Kantar
Beef products: volume share

|  |
| --- |
| **VOLUME SHARE %** |
|  | 52 w/e 13 Aug 17 | 52 w/e 12 Aug 18 | 52 w/e 11 Aug 19 | 52 w/e 09 Aug 20 | 52 w/e 08 Aug 21 |
| Beef   |  |  |  |  |  |
|   Total TIERING   | 100 | 100 | 100 | 100 | 100 |
|   Branded   | 1.5 | 1.1 | 1 | 1.3 | 1.2 |
|   Economy   | 7.2 | 7.3 | 6.9 | 5.8 | 4.1 |
|   Healthy   | 0.1 | 0 | 0 | 0 | 0 |
|   Premium   | 5.2 | 5.2 | 4.3 | 4.6 | 5.6 |
|   Standard   | 86 | 86.4 | 87.8 | 88.2 | 89.1 |

\*\* List of the ranges included in the ‘Premium’ category for meat and fish.

* Tesco Finest
* Sain Taste The Difference
* Aldi Specially Selected
* Asda Extra Special
* Deluxe
* Waitrose 1
* Morrisons The Best
* Sain TTD Freedom Foods
* Sainsburys So Organic
* Waitrose Organic
* Waitrose Org Duchy Orgnls
* Tesco Organic
* Co-op Truly Irresistible
* M+S Organic
* Deluxe Freedom Foods
* Co-op Irresistible
* Ocado Organic
* Iceland Luxury
* Co-op Irresistible Fr Fds
* Morrisons Organic
* Morrisons Sgntr Frdom Fds
* Tesco Finest Freedom Fds
* Waitrose Hstn Blumenthal
* M+S Our Best Ever
* Asda Btchrs Slctn Organic
* Asda Extra Special Frd Fd
* The Black Farmer
* Morrisons The Butchers
* Lidl Organic

**WORLD STEAK CHALLENGE FACTS**

* The World Steak Challenge (WSC) gives steak producers and suppliers a much-needed platform to showcase product quality, breed credentials and processing standards on an international stage
* The WSC is now in its seventh year and Bord Bia, the Irish Food Board is the official host partner.
* The WSC, which has been running since 2015, returns this year after the 2020 event was postponed due to the pandemic.
* The World Steak Challenge (WSC) is organised by William Reed Business Media (WRBM) the publisher behind the World’s 50 Best Restaurants and the International Wine Challenge, as well as leading business food and drink publications
* For more information visit:
<https://www.worldsteakchallenge.com/>
* Instagram: @worldsteakchallenge
* Twitter: @WSteakChallenge
* Facebook: @WorldSteakChallenge

**Press enquiries**

For PR enquiries contact: Ellie Knight / wsteakchallenge@wrbm.com/ 01293 846608

**How to create the world’s ultimate steak dinner at home (and the eight common mis-steaks to avoid)**

**#1: SKIMPING ON SPEND**

Protein doesn’t have taste, it’s the fatty strands, known as marbling, that create the flavour and boost the succulence of the meat. “Spending more will usually get you a better quality of steak,” Ioannis says. “When you’re shopping for your steaks, look out for a rich pink colour and even marbling, which all indicate how good a steak will be.” Visit your local butcher where the quality of meat is likely to be superior.

Keith Fisher, a fourth-generation family butcher, and Institute of Meat chief executive agrees: “Personally, I look for nice marbling, a wine-red colour and an even fat cover over the surface or the edge of the steak. Both the lean and fat have flavour and when the two are mixed together it gives you a succulent, juicy steak.” Remember to pay attention to the cut, too. “The fillet is ideal for those that want a lean and very tender steak and the rib eye great if you like a mixture of tender lean beef mixed with some tasty fat,” Keith adds. “Look for a dark wine colour for the lean and creamy white for the fat cover.”

**#2: COOKING STRAIGHT FROM THE FRIDGE**

Bring your meat to room temperature for at least 40 minutes before cooking to help your steak to cook evenly. “Cooking the steak straight from the fridge can feel like a quick hack, but usually the steak will end up being overcooked on the outside and undercooked in the centre,” Ioannis explains.

Richie Wilson, WSC judge and culinary director at FIRE Steakhouse & Bar agrees. “Imagine jumping into a plunge pool. Your body instantly goes into shock, squeezing tight and clenching all the muscles. The same thing happens to a steak when it hits a hot grill or pan. Bringing the steak to room temperature lessons the ‘shock reflex’, as the steak is already reasonably warm. When it is ‘relaxed’ it will retain the juices.”

**#3: USING THE WRONG EQUIPMENT**

Steaks need to be cooked at a high temperature [see mistake 4] so choose a grill or cast-iron pan, which can withstand extreme heats. “An average stainless steel saucepan does not have the same heat insulator/conductor properties and would not reach or consistently maintain the high temperatures required to cook a steak… it easily becomes a burnt, rubbery mess,” explains Leander Cadbury, director, London and international business, at Synergy Grill.

**#4: TURNING DOWN THE TEMPERATURE**It’s time to get your sizzle on. Cooking on a low temperature will only ‘boil’ your steak. A properly heated grill will instantly sear the steak on contact, which will lock the moisture in and prevent the meat from sticking. “The best temperature for steaks tends to be around 230-260 degrees Celsius,” explains Leander.

“Instead of measuring ‘doneness’ by timing minutes, we recommend using a meat thermometer to measure the internal temperature of the meat for the most accurate results: rare 55-60 degrees Celsius; medium rare 60-65 degrees Celsius; medium 65-70 degrees Celsius; or well done 80 degrees Celsius.”

Ioannis recommends cooking steaks that are around 3.5cm in-depth for a few minutes on each side. “Try the finger test by pressing the meat when it's on the grill. If it gives a little bit and springs right back that means you have got medium rare.”

**#5: SCRIMPING ON SEASONING**

Seasoning is absolutely essential. **“**There is not such a thing as an under-seasoned steak,” says Ioannis. “I like to use extra virgin Greek olive oil, salt and pepper before cooking to allow the steak to absorb the seasoning fully. If you like a smoky favour mix 100g of salt, 30g black cracked pepper and 10g of smoked paprika and rub this over your steak before you cook it.”

Richie uses salt and freshly ground pepper long before cooking to draw the moisture out from the steak. “That moisture will then soak up the seasoning and be reabsorbed by the steak given enough time,” he adds.

**#6: FORGETTING TO REST**

Not you… but the steak. Resting the meat is just as important as cooking it. Aim to rest the cut for at least half or the same length of time as it was cooked for. “Cutting before it has had time to rest has the same effect as squeezing a sponge full of water,” explains Richie. “The steak will lose its juices on the plate or board.” Ioannis agrees: **“**When you rest your steak, the temperature travels to the centre, allowing for even cookery. Resting also ensures a moist and juicy steak, so it’s important to allow this time as a part of the cooking process. At home, you can set your oven to its lowest temperature and when your steak is ready to be rested, place it in the oven with the door propped open slightly. When your steak is ready, slice it against the grain for the best serve.”

**#7: SATURATING STEAK WITH SAUCE**

Covering a steak in an overly peppered sauce “really is a sin”, claims Richie. He suggests serving sauces in a jug, which allows the diner to put on as little sauce as required. Our most popular sauce would be a very light pepper and brandy cream with Bearnaise coming in a very close second,” he says. Ioannis, personally likes a silky red wine sauce or a green chimichurri for a little heat.” However, it’s important to keep in mind the cut. “Sauces are there to complement the steaks and to elevate the favour of your grilled meat,” Ioannis continues. “Steaks with high marble content go best with a sharp or light spicy sauce to cut through the fat, and lean steaks are best with a buttery sauce. Try not to overcomplicate it and let the steak be the star of the show.”

**#8: IGNORING THE SIDES**

Look at the bigger picture – or plate - and pay careful attention to your accompaniments. “Roast bone marrow is simply divine with any steak, adding a rich, sumptuous, roast beef flavour throughout,” Richie insists. According to Ioannis, a great steak deserves great sides. “My first choice is always a Greek salad with grilled feta cheese – although who can say no to a side of mac & cheese. At Heliot Steak House, we serve ours with fresh truffle and a poached duck egg on top,” he says.

Ends