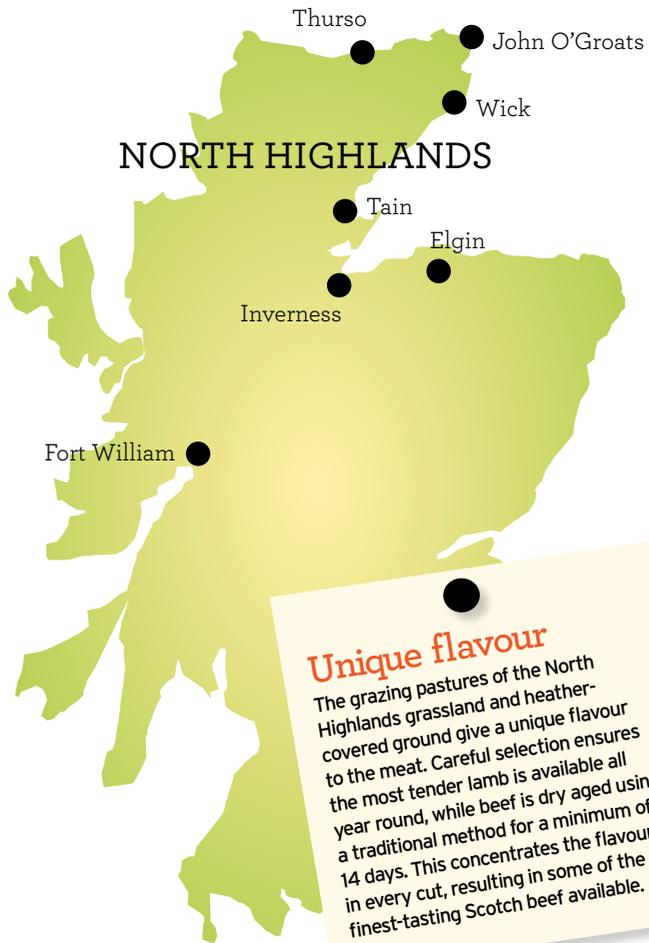


## New name, same top quality

The vast wilderness of the far north of Scotland is home to much of Britain's finest livestock. North Highland Scotch Beef & Lamb is the new brand name for Mey Selections, a name reserved for some of the highest-quality meat this countryside produces. It's the result of a partnership, inspired by HRH The Prince of Wales, between Sainsbury's and a farmer-owned organisation, which helps farmers benefit from sales of their great-tasting produce.



### Unique flavour

The grazing pastures of the North Highlands grassland and heather-covered ground give a unique flavour to the meat. Careful selection ensures the most tender lamb is available all year round, while beef is dry aged using a traditional method for a minimum of 14 days. This concentrates the flavour in every cut, resulting in some of the finest-tasting Scotch beef available.

## Farmer focus

Mark Mackay rears North Highland cattle on his Caithness farm, less than 10 miles from John O'Groats. His family has worked the land, which overlooks the vast cliffs of the coast of Scotland, in the traditional way for more than a century.



## Highest standards

All North Highland Scotch Beef & Lamb comes from livestock that is both born and reared on family farms and crofts set among the beautiful countryside in the far north of Scotland. The meat comes from carefully selected, grass-fed herds and flocks, and can be traced to individual farms where centuries of traditional husbandry ensures the highest standards of animal welfare.



“ All cattle and sheep are grass-fed and the beef is dry aged for a minimum of 14 days, resulting in tender, uniquely flavoured meat. ”



## Scotch Beef & Lamb at Sainsbury's

You'll find a delicious selection of North Highland Scotch Beef & Lamb products at Sainsbury's meat counters, from succulent beef steaks and roasting joints to flavoursome racks and shoulders of lamb - just ask one of our counter colleagues.

This mouthwatering meat also features in some of the products in our chiller cabinets - make sure you look out for the North Highland Scotch Beef logo on selected Taste the Difference products like these:



Chilli with coriander rice

Cottage pie with Jersey butter mash



Beef cannelloni

Spaghetti bolognese



Lasagne al forno



Sainsbury's Supermarkets Ltd, 33 Holborn, London EC1N 2HT. All items subject to availability.

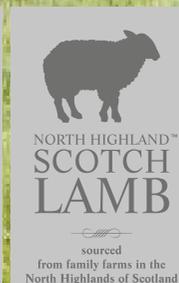
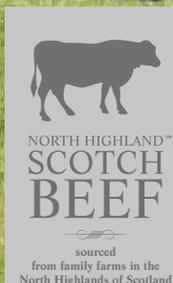


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# NORTH HIGHLAND

Scotch Beef & Lamb  
Quality meat from the North Highlands of Scotland - exclusive to Sainsbury's



Sainsbury's  
Try something new today