

ENTERPRISE 'CHEF'S CUT'

Home Entertainment: Make it a "Cut" Above the rest

Homemakers are increasingly entertaining at home, and this trend seems likely to stay. Cooking at home has become an expression of self and an outlet for creativity. In line with these trends, people are seeking out indulgent food offerings that combine superior quality, taste and choice.

Introducing the Premier League of Cold Meats

Finding "gourmet" cold meats usually involves a detour to a specialist shop or butchery. Enterprise has now launched a range of premium cold meats available in select stores in major retailers.

Enterprise Chef's Cut is a premium range of bacon, viennas and sliced meats; it is made exclusively from premium cuts of meat, and comes in a variety of scrumptious and authentic flavours.

Target market for this range:

The New Enterprise Chef's Cut range targets high LSM consumers, who are interested in variety and choice, with price playing a less important role. This desire for high-end, gourmet options, underpinned by trusted quality is met perfectly by the exciting and indulgent New Chef's Cut Range of 'top tier' meats.

Enterprise Chef's Cut Range– Quality Clearly Shows.

The **Enterprise Chef's Cut Dry Cured Bacon** range is made using prime pork cuts. Cured by hand with a salt rub, it is matured for two weeks before being Beechwood smoked for that added smoky flavour. The bacon is then sliced and vacuum-packed to seal in the freshness of these full flavoured and succulent rashers of bacon. Dry cured bacon imparts a distinct flavour to gourmet meals including pastas and salads. The range includes:

- **Enterprise Chef's Cut Dry Cured Streaky Bacon** is the perfect topping for gourmet home-made burgers,

along with slices of brie cheese and red onion marmalade.

- **Enterprise Chef's Cut Dry Cured Back Bacon** is the perfect gourmet breakfast accompaniment. Delicious served with crumpets stacked three-high with mascarpone, strawberries and Maple syrup.
- **Enterprise Chef's Cut Dry Cured Streaky Prosciutto Flavoured Bacon** is perfect to make your own bistro-style salads. Combine crispy bacon strips together with fresh peaches, rocket and mozzarella; add a sweet dressing of your choice and top with pine nuts.

The **Enterprise Chef's Cut** range of **Slow Cooked and Thickly Sliced Cold Meats** offers specially selected prime, whole muscle meats, in three variants. The range includes:

- **Enterprise Chef's Cut Slow Cooked and Thickly Sliced Beef Silverside** is made from prime beef cuts and is best served on a crispy ciabatta roll together with speciality cheese.
- **Enterprise Chef's Cut Slow Cooked and Thickly Sliced Hickory Ham** is Hickory Smoked and made from prime pork cuts. Served on a toasted croissant, topped with poached eggs and drizzled with hollandaise sauce – delicious!
- **Enterprise Chef's Cut Slow Cooked and Thickly Sliced Country Ham** is made from prime pork cuts and then Beechwood Smoked for that added flavour burst. This makes a perfect party snack with well-aged cheddar cheese and sweet pickles.

The **Enterprise Chef's Cut Vienna** range is made from premium cuts of meat, no fillers and these viennas simply burst with flavour. They are perfect for the whole family and make entertaining at home really easy! The range includes:

- **Enterprise Chef's Cut Cheese Smoked Viennas** are made from REAL cheddar cheese and make the perfect sports snacks. Delicious served in baguettes with caramelised onions and relish.
- **Enterprise Chef's Spring Onion and Chive Flavoured Smoked Viennas** are delicious served in soft tortillas, combined with corn, avocado, lettuce and taco sauce.

The packaging is sumptuously designed in regal maroon and gold making it easy to spot in-store. Matt and gloss materials cleverly reduce harsh store lighting glare, and generous windows afford a clear view of the meats in front.

Recipes for Success

In-store and on its website, Enterprise will provide a host of scrumptious ways to best serve these trusted quality treats.

Look out for Enterprise Chef's Cut in supermarkets now - happy hosting!

For much more, see leaflets in-store, and visit www.enterprisefoods.co.za.
