




ROSE VEAL™
The Delicate Side of Beef






ROSÉ VEAL™

Torello Rosé Veal was born from the desire to create Australia's highest quality, most consistent veal while adding value to the lives of surplus male dairy calves.

Sitting between traditional veal and beef, Torello Rosé Veal was the catalyst for the creation of the first new Aus-Meat category in over 20 years (*RV*).

Torello Rosé Veal has a delicate, tender texture like traditional veal, but a distinct 'young beef' flavour due to the milk & grain diet, the maturity of the animal at processing and strict welfare standards.

Torello Rosé Veal calves are reared in a 'whole of life' high welfare environment which has been developed in consultation with key animal welfare groups including RSPCA and Compassion in World Farming. The calves start life with a strict colostrum management program for natural disease resistance. Then they are protectively housed in social groups with free access to food and water, and post weaning, the outdoors. Soft bedding is provided for comfort as are stimulation tools. This environment encourages natural calf behaviours while ongoing veterinary care ensures optimal animal health. We do not use added hormones.

100% Australian grown and owned, all calves have full traceability back to farm. We work with a select group of dedicated and professional dairy farmers in NSW and QLD to ensure that our high welfare and quality standards are maintained.

At approximately 7 months of age, the size of the carcass is approximately 155kg which means Torello Rosé Veal is butchered into familiar beef cuts for maximum recipe versatility. A full range of bone-in and boneless cuts are available as well as offal.

With a strict carcass weight range for tight portion control, non-seasonal/year-round supply and relatively stable pricing Torello Rosé Veal is ideal for long term menu setting.

Being young and lean, Torello Rosé Veal is exceptionally fast to cook and is best served blush pink inside to optimise its delicate flavour and its juicy, melt-in-your-mouth texture. It is a highly nutritious red meat choice, being low in fat and sodium and high in protein and iron. It scores 4.5 out of 5 on the National Health Star Rating.

At the opposite end of the spectrum to richer beef products such as Wagyu and dry-aged, Torello Rosé Veal represents an exciting new red meat offering which is delicious, ethical, sustainable and nutritious.



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