



Woolworths Quality – it’s assured.

By the time you’ve selected the perfect meat from Woolworths, we’ve made sure it meets the highest of standards. The “Woolworths Quality Assured” tick is your guarantee of quality, and our promise that you’re buying the best that Australia’s farmers have to offer.



Big appetites – satisfying value

Our Bulk Trays are perfect for special occasions, or especially large appetites. They offer you the same high quality of Woolworth’s finest meat, packed in bigger 1.5 kilo trays for even better value.



“Heart Smart” – lean and tasty

The Heart Smart range of meats are exclusive to Woolworths. When you see the “Heart Smart” label on our beef, veal, lamb, pork and poultry, it’s guaranteed to be low in salt, low in fat (typically 3–5gms fat per 100gms meat) and pan ready for quick and easy cooking. Developed to provide you with a healthy, lean range of choices, Woolworths Heart Smart meats are an excellent source of protein, zinc, vitamins and iron.

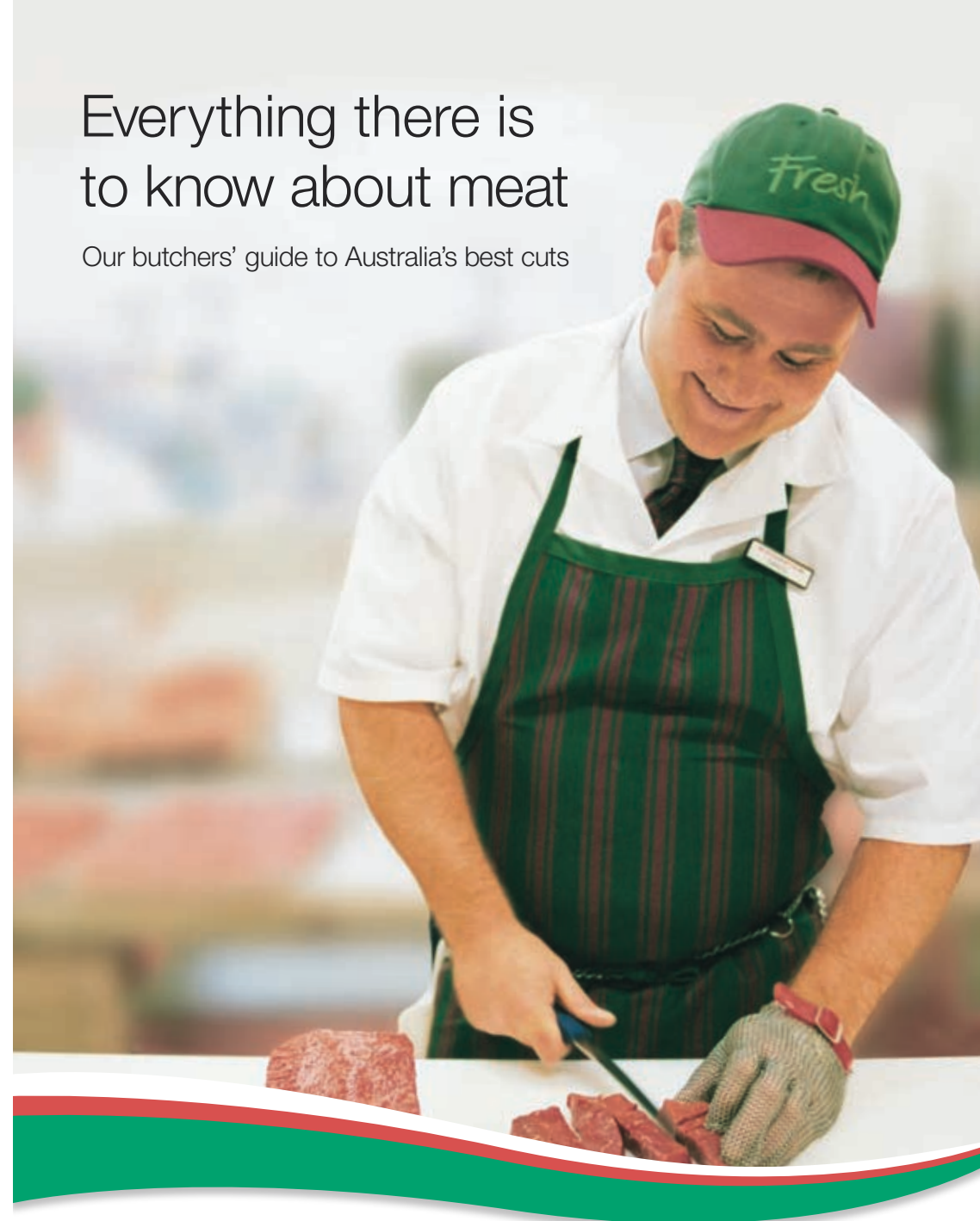


What’s for dinner?

Whether you’ve set your mind on lamb, beef, veal, pork or poultry, we can help you turn it into a quick, easy, delicious meal. Our free “What’s For Dinner?” recipe cards feature easy-to-follow instructions, handy tips and a list of everything you’ll need to make dinner sensational. Each month in the meat department, you’ll find 4 new “What’s For Dinner?” cards to inspire you. So, what’s for dinner? Take your pick!

Everything there is to know about meat

Our butchers’ guide to Australia’s best cuts



‘The Fresh Food People’
SAFWAY

‘The Fresh Food People’
WOOLWORTHS

The one thing we won't cut is corners.

At Woolworths we think being a fresh food person is more than a job – it's an obsession. That's why our livestock buyers clock up 1.2 million kilometres a year searching the country for premium lambs and cattle.

In over 570 stores, 2097 qualified butchers chop, slice, dice, trim and pack over 200 different cuts of fresh meat daily. From Scotch fillets and T-bones, to lamb cutlets, marinated stir-fry and roasts, our instore

butchers are here to make tonight's dinner that much easier.

This handy guide will help you choose the right meat for the right recipe, at a glance.

And if you need extra information, cooking tips or a specific cut, our instore butchers are ready to help or log onto our website, www.woolworths.com.au.

Choosing the perfect cut.

ROASTS	BEEF	LAMB	PORK	VEAL
	Beef Fillet Blade Brisket Rolled Heart Smart Topside Roast Heart Smart Virginian Roast Scotch Fillet Roast	Boned and Rolled Loin Easy Carve (Leg) Heart Smart Rack Heart Smart Round Leg Mini Roast (Leg) Rack Shoulder Roast Boneless	Belly Boneless Shoulder Easy Carve (Leg) Leg Roast Leg Roast Boneless Loin Boneless Rack Roast Scotch Fillet Roast	Blade Roast Rack Roast Round Roast
STIR-FRY	BEEF	LAMB	PORK	VEAL
	Heart Smart Stir-Fry Porterhouse Steak Rump Steak Scotch Fillet Steak	Fillet/Tenderloin Heart Smart Loin Eye Heart Smart Round Heart Smart Stir-Fry Rump Steak	Heart Smart Fillet Heart Smart Leg Steak Heart Smart Loin Butterfly Heart Smart Round Heart Smart Stir-Fry Loin Steak Medallion Rashers Scotch Fillet Steak Steak	Heart Smart Leg Steak Heart Smart Stir-Fry Veal Loin Medallion Round Roast Scotch Fillet Steak Steak
CASSEROLE	BEEF	LAMB	PORK	VEAL
	Blade Steak Bone In Brisket Rolled Corned Beef Silverside Diced Beef Casserole Gravy Beef Heart Smart Corned Beef Silverside Heart Smart Diced Beef Osso Bucco	Forequarter Chops Heart Smart Diced Lamb Leg Chop Rosette Shanks	Aussie Ribs Heart Smart Diced Pork Rasher	Casserole Steak Osso Bucco T-Bone Steak Blade Roast Heart Smart Diced Veal
BBQ / PAN-FRY	BEEF	LAMB	PORK	VEAL
	BBQ Round Steak Beef Kebabs Blade Steak Bone In Heart Smart Fillet /Tenderloin Heart Smart Rump Steak Centre Cut Porterhouse Steak Rump Steak Rib Steak Boneless Schnitzel Scotch Fillet Steak T-Bone Steak	Cutlets Fillet/Tenderloin Heart Smart Cutlets Heart Smart Loin Eye Lamb Leg Steaks Leg Chop Mid Loin Chops Rump Steak	Aussie Ribs/Rashers Heart Smart Loin Medallion Heart Smart Loin Butterfly Heart Smart Fillet Kebabs Leg Steak Loin Cutlets Mid Loin Chops Schnitzel Scotch Fillet Steak	Leg Steak Loin Cutlets Loin Medallion Schnitzel Scotch Fillet Steak T-Bone Steak