



Top restaurateur reaffirms commitment to Tassie beef

RENOWNED chef Neil Perry, pictured left, owner of the Rockpool restaurant chain, has underlined his commitment to Greenham's Cape Grim label beef during a recent visit to northern Tasmania.

Mr Perry went to the Stanley area to take part in a print advertising campaign for Vittoria Coffee.

Already a keen advocate for the Cape Grim label, he saw his support for the Vittoria brand – now the largest pure coffee company in Australia – as expressing his use of only the best produce in his famed restaurants.

Mr Perry said beef that carried the Cape Grim label was consistently in the top four of 18 MSA grades.

"The cornerstone of good cooking is to source the finest produce," he said.

"Cape Grim beef is guaranteed to be tender and of the highest eating quality.

"We believe the Tasmanian beef represents the best of its type in Australia."

He said the beef also fitted into the strict Rockpool philosophy of humane treatment to the cattle.

Greenham managing director Peter Greenham said Mr Perry's long-standing Vittoria Coffee connection was an apt fit with his commitment to Cape Grim beef.

"The campaign correlates Neil using 'only the best and freshest beef' with his choice of 'only the freshest and best coffee'," Mr Greenham said.

