



The language of the mindful eater:

Much like wine, beef 'taste' is wrapped up in the sensory experience. Trained 'taste' panelists develop a repertoire of words that have a shared defined meaning to communicate the 'taste experience' amongst each other. In trained tasting, you become the machine that provides data of measurement to assess a product eating experience. This is not opinion, but measurement.

4 tips for a great tasting:

- Minimize distractions
- Think while you taste
- Have a clean palate (no mints or red wine!)
- Take your time

Juicy words:

Luscious / Succulent: Chewing releases plenty of juice and the meat remains moist while chewing.

Moist: The amount of juice released is light.

Tender words:

Tender: When you chew, there is little or no resistance, and the meat disintegrates with little force.

Melting: The most tender – there is very little chewing needed.

Firm / Bite / Tough: The amount of chewing that the meat needs to soften it / break it apart.

Flavour words:

Barny: Aromatic characteristics of a barn or barnyard; combination of feed and livestock odours.

Rare / Raw: Aromatic taste sensation associated with raw (rare) lean meat.

Browned / Caramel / Toffee: Aromatic associated with the outside of grilled or broiled meat.

Fishy: Aromatic associated with fish (related to rancid fats and oils).

Gamey / Wild: Aromatic, strong flavour associated with meat from wild game or aged lamb.

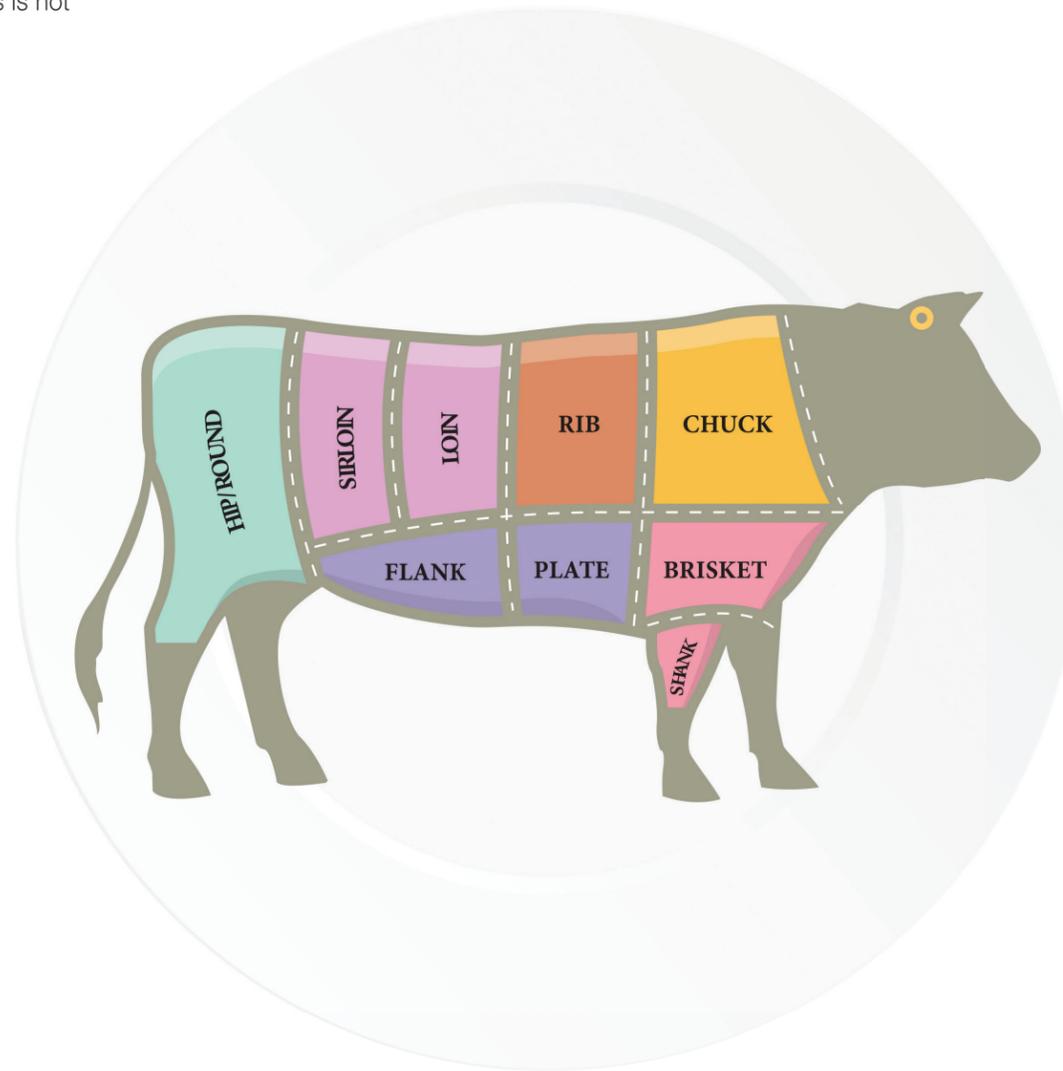
Livery / Organy: Aroma and flavour associated with cooked liver.

Iron / Metallic: Tasting of iron in the mouth when chewing but not an overwhelming taste.

Floral / Herby: Reminiscent of the scent of new hay in a barn or a walk in a meadow during summer which disappears after swallowing.

Nutty: Offers a taste of dried hazelnuts.

Buttery: A creamy, intense taste experience while chewing and swallowing.



Make a match

- Match leaner beef with lighter bodied wines. Fattier and more flavourful cuts, need more full-bodied and flavourful wine.
- Did you know the fat in food reduces the perception of tannins in wine? Pair fattier cuts of beef with a well-aged wine.
- Beef cooked to rare doneness have juices that soften the wine's tannins, so pair rare lean beef with a young, aggressive wine.

Visual Impressions: We eat with our eyes first. But when it comes to meat, be ever mindful of the deception of colour. The redness of beef cuts when raw and cooked depends on many factors: oxygen availability, maturity, doneness, aging and the amount of 'work' a muscle does.

Overall Acceptability:

1	3	5	7	9
Dislike extremely			Like extremely	

Tenderness: Think of the first bite and chew experience. Consider the amount of resistance, force and the number of chews it takes to reduce the beef enough to swallow.

Tenderness Scale:

1	3	5	7	9
Bread			Gummy bear	
(Very tender)			(Tough)	
Tenderloin			Eye of Round	

Juiciness: Moisture effects mouth-feel and flavour. Think about the release of juice/moisture at first bite, during chewing and then when swallowing. Compare the release of juice/moisture with other foods to talk about juiciness.

Juiciness Scale:

1	3	5	7	9
Banana		Cucumber		Orange
(Not Juicy)		(Very Juicy)		
Well done Sirloin Cap		Rare Top Sirloin Cap		

Flavour / Aroma: Beef has a complexity parallel to wine with considerations of taste and aftertaste. Aroma and flavour go hand in hand - you can't taste properly if you can't smell. Consider some of the beef tasting terms on the left. Who decides what tastes best? It all depends on you and what you prefer.

Overall Flavour Scale:

1	3	5	7	9
(Not intense/Mild)			(Intense/Bold)	
Tenderloin			Top Sirloin Cap	

Want to know more about each cut of beef? Check out Canada Beef's *The RoundUp* app!



The unique characteristics of our home and native land is the reason Canadian beef is a world-class product. As you taste, here are a few things to think about in terms of terroir:

Region: Soil, temperature, climate, feed

Did you know? Canada's high-latitude summers with long days of sunlight and just the right amount of rain helps us grow nutritious grass and grains. Canada's cold winters are ideal for raising hardy beef breed stock. And 'what grows together goes together.' All cattle graze on grasslands across the country for most of their lives but those in the East generally get corn for grain finishing, whereas, cattle raised in the West have feeds of barley and wheat.



The Crafter

The wine grower and wine maker and the farmer and butcher – these craftsmen work to produce some of the finest products that Canada has to offer. Skill, care and conscience are the hallmarks of crafting a product of excellence be it beef or wine.



Variety: Breed of cattle

There are over 40 breeds of cattle in Canada largely based on the Bos Taurus strain. Angus, Charolais and Hereford are some of the more common breeds.

Careful cross breeding is the practice on most farms and ranches as a way to combine the best breed characteristics for quality beef. Canada's homegrown beef genetics are exported to over 100 countries around the world.

The Waiting Game

Good work takes time – it can take three to four years for a vineyard to yield a first harvest and two years for a beef cow to have her first calf. It will take 18 to 30 months for cattle to be ready for market. That's why changes in cattle management are more of a long term proposition, which requires a careful process and planning.



Source designations

Just as VQA verifies the local source of grapes used in BC and Ontario wines, the Canadian Beef brand stands for beef that's raised in Canada. Look for beef grading as a quality guide for good beef. In Canada, Prime is the top grade of beef followed by AAA, AA and A.



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