

NEW PRODUCT AWARD

# Main Street Wholesale Meats

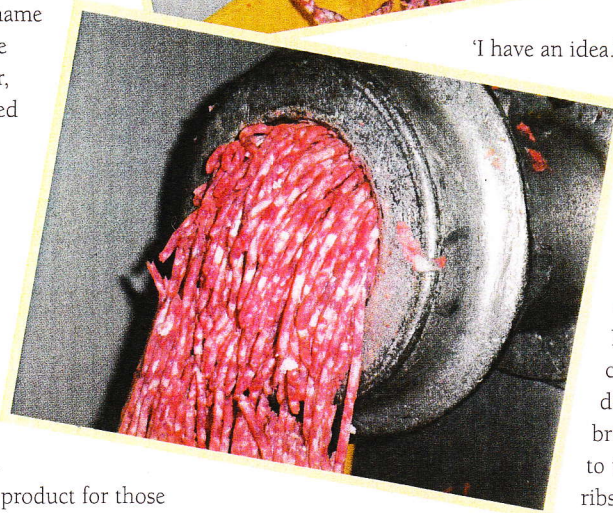
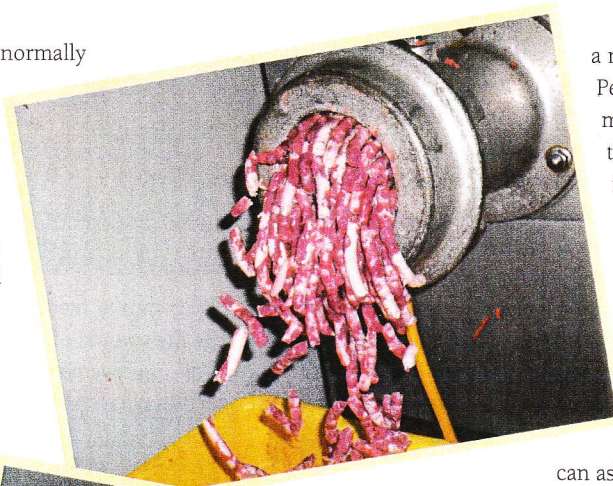
Farmingdale, N.Y.

**G**round beef doesn't normally leave much room for creativity, beyond fat content and seasoning it for tacos. However, Main Street Wholesale Meats decided to take ground beef to the next level and make it a premium item.

The company's "Main Street 1946 Blend" is a combination of Kobe brisket, Angus rib cap and boneless short ribs, with an Angus chuck base. The name of the product is a tribute to the company's founder, Julius Seelig, who founded the company in 1946.

"When he was still alive, we would work endlessly on the perfect hamburger blend," says Kent Seelig, Julius' son and current president. "Now, as our business has grown to service upscale restaurants and country clubs, we've developed this premium product for those who demand it. While our regular blend is fantastic, this 1946 Blend takes it to the next level."

Main Street is a full-service wholesaler that specializes in upscale restaurants, caterers and country clubs. It has its own portion-control program for steak-cutting and does its own dry-aging. The idea for the 1946 Blend stemmed from



a request from Chef Kevin Penner, says Lee Seelig, marketing director and the third generation in the family business. Penner is part of a restaurant group in East Hampton, N.Y.

"We really try to develop relationships with our chefs. It's not like they just talk to us about an order," he explains. "They

can ask us questions or say, 'I have an idea.' Kevin spoke to my father and wanted to try and develop something."

Main Street produced several different grinds and meat blends and sent them to Penner for approval.

"Getting a professional chef's opinion was very helpful for us," Lee says. The 1946 Blend is a coarser-ground product so that it does not get too delicate. The Kobe brisket adds a sturdy, beefy flavor to the product, the boneless short ribs add to the texture and the rib cap meat enhances the richness and

juiciness of the final product. The lean/fat ratio is approximately 77/23.

The 1946 Blend is produced to order on a daily basis and is being used at several upscale restaurants, including Penner's establishments. **IP**