

PLATE YOUR DREAM

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A L W A Y S   A   C H O I C E



At Plate Your Dream,

we believe in the power of choice. Your culinary vision is as unique as your signature, and we're inviting innovative chefs to express their creativity through premium grass-fed beef – however they choose to dream it.

THE ART OF GRASS-FED BEEF INNOVATION



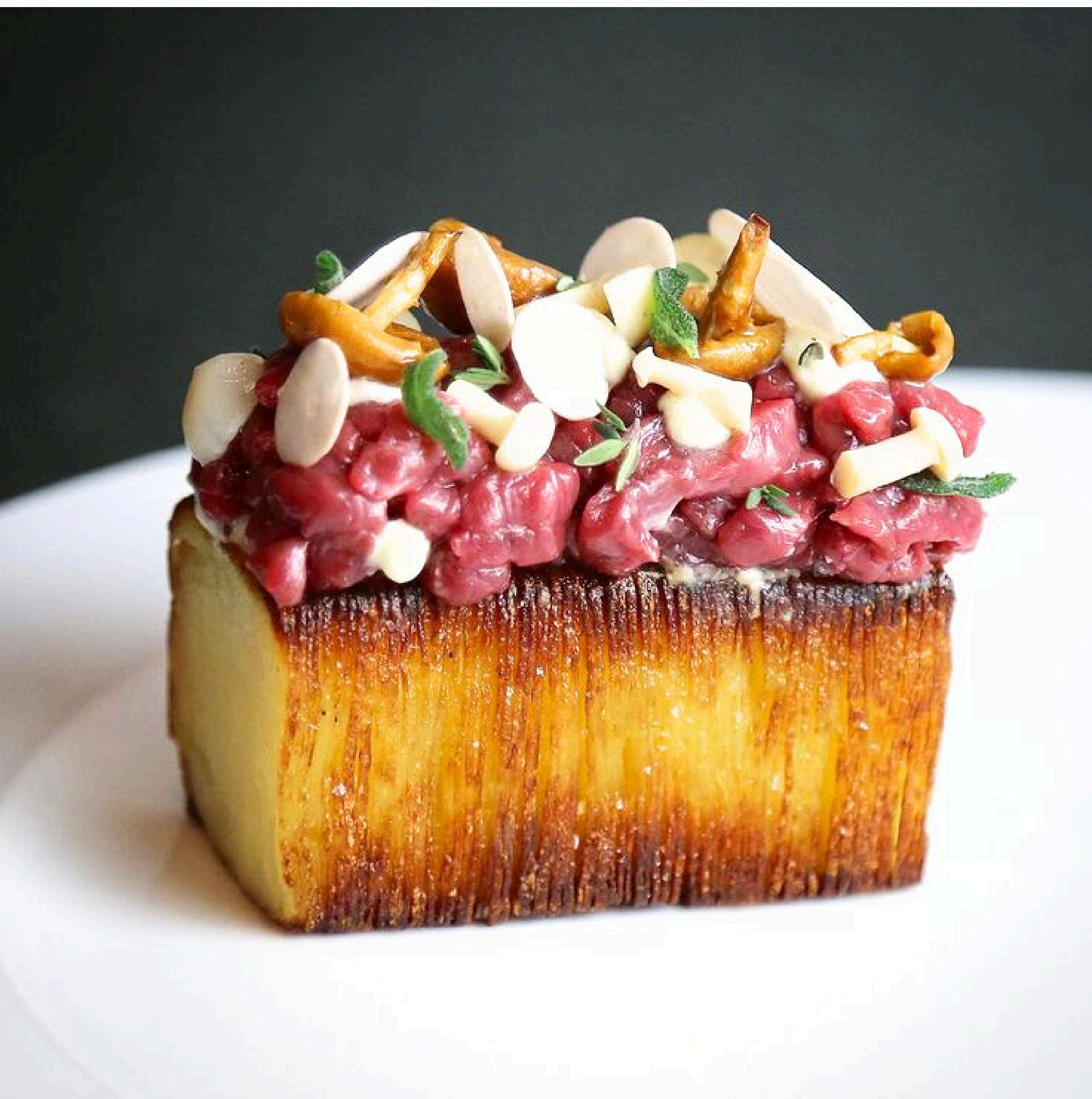
# THE FREEDOM TO CREATE:

No rigid categories. No preset rules. Just five opportunities to showcase your mastery of grass-fed beef in ways that reflect your personal culinary story. Whether you're drawn to:



- Modern interpretations of classic techniques
- Bold fusion experiments
- Sustainable whole-animal approaches
- Minimalist presentations
- Complex, multi-element compositions

The choice is yours.





# THE INGREDIENTS:

We provide the canvas: premium grass-fed beef from limestone-enriched pastures, offering:

- Exceptional flavor depth
- Superior marbling
- Peak nutritional profile
- Sustainable origins
- Ethical raising practices



THE ART OF GRASS-FED BEEF INNOVATION



# YOU PROVIDE

- Your unique vision • Your technical expertise • Your creative interpretation • Your personal style • Your culinary story

## WHY FREEDOM MATTERS:

Great cuisine isn't born from constraints – it's born from the freedom to explore, experiment, and express. We're not looking for chefs who follow trends; we're seeking visionaries who set them.



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# THE OPPORTUNITY:

Selected chefs will:

- Execute their vision with complete creative control
- Work with premium grass-fed beef
- Showcase their creations to industry leaders
- Join a community of forward-thinking culinary professionals
- Write their own chapter in the future of sustainable cuisine

## Call to Action:

Your vision. Your choice. Your moment.

Show us how you'll transform premium grass-fed beef into your culinary masterpiece.



# A GRASS-FED COW'S FLAVOR PROFILE

**"grassy," "earthy," "gamey," or "nutty"** due to its leaner meat and higher levels of omega-3 fatty acids from a diet of primarily grass, giving it a more distinct and complex taste compared to grain-fed beef which tends to be milder and richer with more marbling; some also note a slightly "mineral-heavy" taste with grass-fed beef.

A photograph of a lush green field, likely a pasture or hayfield, filled with various types of grass and clover. In the foreground, a wooden ruler is held vertically, showing measurements in inches (34, 35, 36). In the background, a yellow tractor is visible, working in the field under a blue sky with scattered clouds.

VERY QUICK READS ON VERBAGE  
AND DEFINITIONS ON BEEF -  
MARBELING ETC





## Key points about grass-fed cow flavor:

### Leaner:

Grass-fed beef has less fat than grain-fed, contributing to a leaner texture and potentially a stronger flavor.

### Unique fat profile:

The fat composition in grass-fed beef differs, leading to a distinctive taste.

### Higher omega-3s:

The high levels of omega-3 fatty acids in grass can contribute to the "gamey" or "nutty" flavor.

### Seasonal variations:

The type of grass a cow eats during different seasons can also affect the flavor.

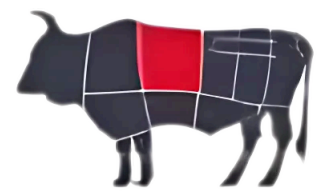


## 8 PRIMAL CUTS

### Ribs

Marbled, tender, flavorful

\$17.50 lb



**Perfect for : barbecuing, roasting**

- Rib roast
- BBQ ribs
- Grilled ribeye steak

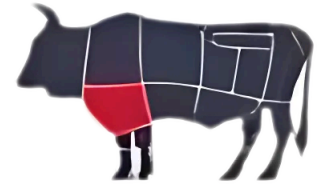


## 8 PRIMAL CUTS

### Brisket

Tough

\$8.40 lb



**Perfect for : smoking, slow-roasting**

- Corned beef
- Pastrami
- BBQ brisket

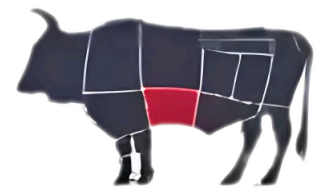


## 8 PRIMAL CUTS

### Short Plate

Fatty, flavorful, marbled

\$6.30 lb



**Perfect for : slow-cooking, braising**

- Braised short ribs
- Kalbi
- Carne asada tacos

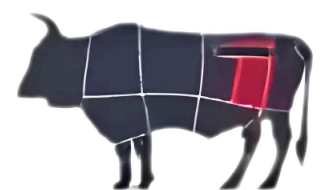


## 8 PRIMAL CUTS

### Sirloin

Tender, flavorful, versatile

\$14.00 lb



**Perfect for : grilling, broiling**

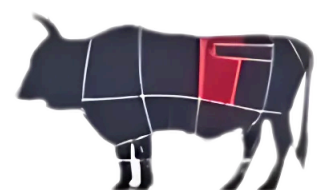
- Kebab
- Steak Tartare
- Beef Stroganoff



### Short Loin

Tender, buttery, flavorful

\$25.00 lb



**Perfect for : grilling, broiling**

- Grilled T-Bone
- Grilled porterhouse
- Bistecca alla Fiorentina



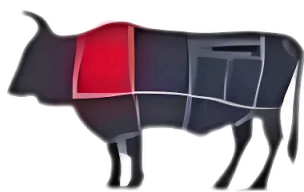


8 PRIMAL CUTS

# Chuck

Muscular, quite tough, flavorful

\$7.70 lb



Perfect for : grinding, stewing

- Hamburger
- Meatballs
- Beef Bourguignon

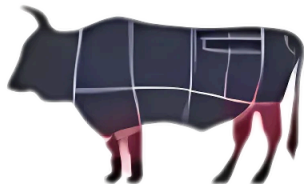


8 PRIMAL CUTS

# Shank

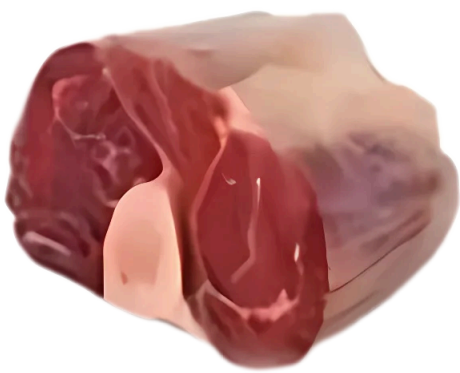
Tough, lean, flavorful

\$5.60 lb



Perfect for : stewing, slow cooking

- Ossobuco
- Nihari
- Pho

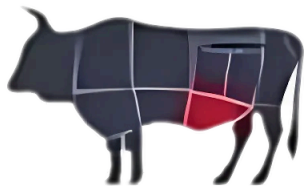


8 PRIMAL CUTS

# Flank

Beefy, flavorful, chewy,

\$15.40 lb



Perfect for : grilling, broiling

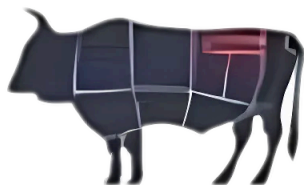
- London broil
- Fajitas
- Beef & broccoli



# Tenderloin

Most tender, flavorful, mild flavor

\$21.00 lb



Perfect for : grilling, roasting

- Beef Wellington
- Carpaccio
- Steak au poivre

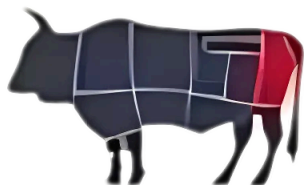


8 PRIMAL CUTS

# Round

lean, tough, less flavorful

\$5.60 lb



Perfect for : braising, roasting

- Roast beef
- Port roast
- Rouladen





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