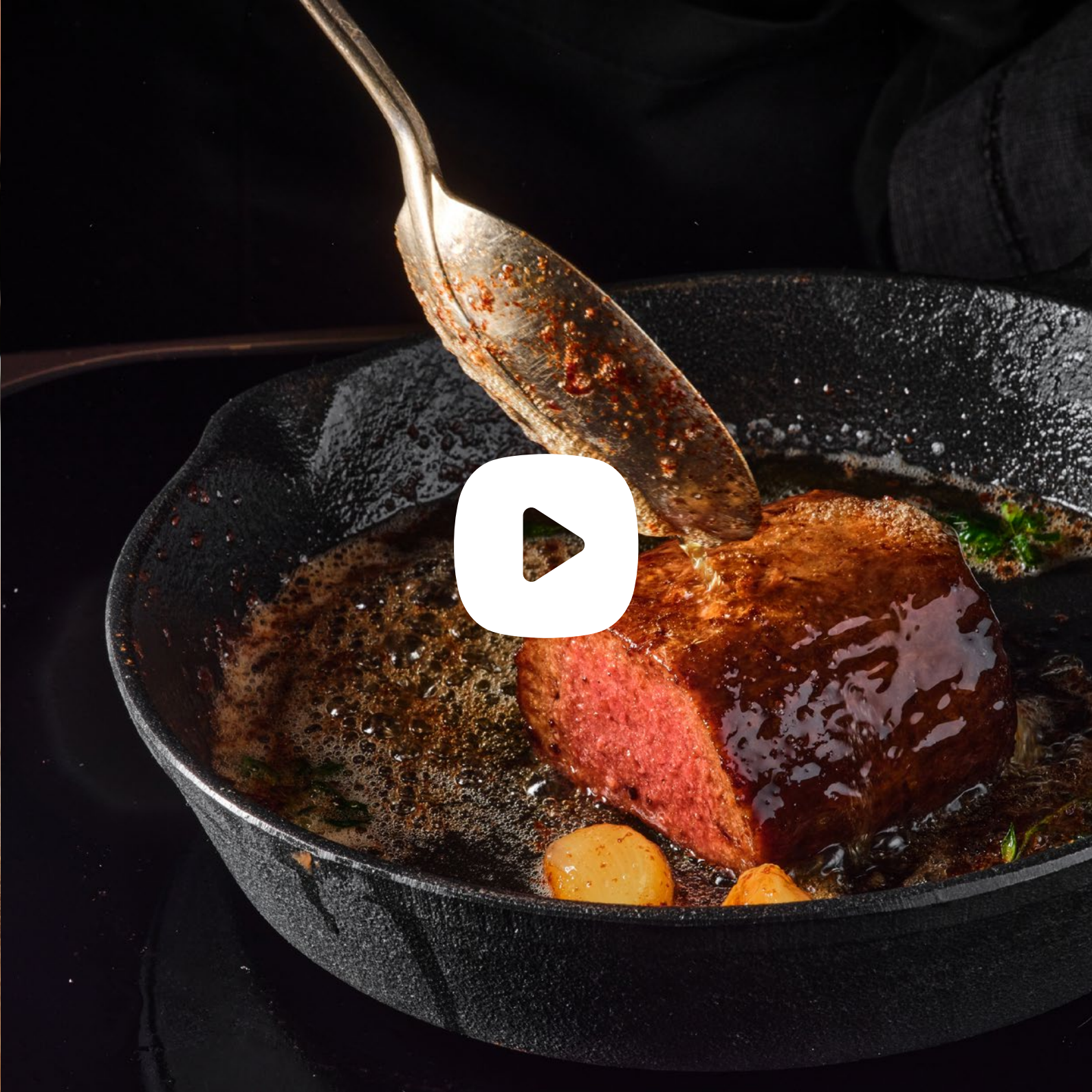


**REDEFINETM
MEAT**

**PRECISELY THE SAME
COMPLETELY DIFFERENT**





Beef & Leaf

As an importer and major player of the European meat market for over 60 years, Giraudi Group has always believed in innovation and change.

In 2005, we opened our 1st restaurant, and today we have more than thirty around the world.

Thanks to our restaurants we have noticed a growing demand for more protein options without compromise on taste and experience. We set out to find a niche product that would live up to our standards in terms of quality, flavor, taste and texture and found the perfect fit with the Redefine plant based meats.

After more than 2 years of research in Israel, Redefine plant based meats are available in Europe as a new option on your menus !

Redefine Meats

A **TASTY & VERSATILE** product for foodies in search of meaty experiences and options.





The butcher's cut

Redefine Meats' strength lies in the company's passion for meat. A passion that enabled the R & D team to create plant based meat cuts by concentrating on 5 criteria:

- **TEXTURE**
- **APPEARANCE**
- **FRAGRANCE**
- **JUICINESS**
- **AND TASTE**

- **THE TEXTURE**

To reproduce the muscle and its fiber but also the marbling & the way the meat behaves when cooked or cut with a knife.

- **THE VISUAL**

Using state-of-the-art microscopes, the Redefine Meats teams work on the visual aspect of the meat and reproduce its texture, colour and shiness with vegetable fibers.

- **THE FRAGRANCE**

To reproduce the fragrance of meat, redefine works with a non-GMO flavour combinations and only natural ingredients.

- **THE JUICINESS**

R & D worked on reproducing meat juices and finding a way to retain them in the fibers. The result is incredible and enables a real meaty experience.

- **THE TASTE**

Because the Redefine team is composed by meat lovers they strive to reproduce the meaty taste and to improve all formulas to make better plant based meat every time.





REDEFINE YOUR MENU & DISCOVER OUR SIGNATURE RECIPES

Flank Steak

Ground Beef

Burger

Flank Steak Recipes

Beef Flank Steak Ramen



Redefine Beef Flank Ramen
in Carrot and Nori Broth



5 Pax



About 50 min



Easy

Let's Cook

Flank Steak Recipes

Beef Flank Brochettes



Redefine Beef Flank Brochettes
with Green Tahini and Onions



5 Pax



About 1 hour



Easy

Let's Cook

Flank Steak Recipes

Beef Flank “Brisket” Sandwich



Redefine Beef Flank “Brisket” Sandwich



5 Pax



About 80 min



Easy

Let's Cook

Flank Steak Recipes

Beef Flank in Red Wine Sauce



Redefine Beef Flank in Red Wine Sauce



5 Pax



About 1 hour



Medium

Let's Cook

Flank Steak Recipes

Steak Au Poivre



Redefine Beef Flank "Brisket" Sandwich



5 Pax



About 1 hour



Medium

Let's Cook

Flank Steak Recipes

Flank Steak with Mushrooms



Redefine Beef Flank, Seared King of the Forest Mushrooms,
Portobello Mushroom Sauce



5 Pax



About 80 min



Medium

Let's Cook

Flank Steak Recipes

Beef Flank Salad



A Salad of Redefine Beef Flank with Mesclun,
Radishes and Peach Vinaigrette



5 Pax



About 1 hour



Medium

Let's Cook

Flank Steak Recipes

Philly Cheesesteak



Redefine Beef Flank “Philly Cheesesteak”



5 Pax



About 1 hour



Easy

Let's Cook

Flank Steak Recipes

Beef Flank with Mashed Potatoes



Redefine Beef Flank in Brown Sauce



5 Pax



About 1 hour



Medium

Let's Cook

Ground Beef Recipes

Oriental Love



Phat Kaphrao



2 Pax



20 Minutes



Easy

Let's Cook

Ground Beef Recipes

The Perfect Couple



Hummus with New-Meat™



2 Pax



30 Minutes



Easy

Let's Cook

Ground Beef Recipes

Surprise Loaf



Stuffed Bread with New-Meat™



4 Pax



55 Minutes



Easy

Let's Cook

Ground Beef Recipes

Earth Poem



Vegetables Stuffed with New-Meat™



2 Pax



55 Minutes



Medium

Let's Cook

Ground Beef Recipes

Bella Ciao



Tagliatelle alla Bolognese New-Meat™



4 Pax



30 Minutes



Easy

Let's Cook

Ground Beef Recipes

Winter Storm



Sofrito New-Meat™ Meatballs



2 Pax



45 Minutes



Medium

Let's Cook

Ground Beef Recipes

Middle Eastern Peace



Siniyeh with New-Meat™



1 Pax



20 Minutes



Easy

Let's Cook

Ground Beef Recipes

Ay, Caramba!



New-Meat™ Burritos



3 Pax



45 Minutes



Easy

Let's Cook

Ground Beef Recipes

Fluffy Clouds



New-Meat™ in a Steamed Bun



2 Pax



90 Minutes



Medium

Let's Cook

Ground Beef Recipes

Phyllobuster



New-Meat™ Bourekas



2 Pax



45 Minutes



Easy

Let's Cook

Ground Beef Recipes

Meat Snacks



Delicious finger food for a bar, restaurant,
or just an evening with friends



2 Pax



45 Minutes



Medium

Let's Cook

Ground Beef Recipes

Lebanese Style Kubba



Crispy bulgur kibbeh filled
with ground beef, mint, and pine nuts



2 Pax



90 Minutes



Hard

Let's Cook

Ground Beef Recipes

Beef Empanadas



Fried empanadas with a beefy pincante filling.
Perfect with salsa or sour cream for dipping



4 Pax



1 Hour



Medium

Let's Cook

Burger

Burning Man



Hamburger with Smoked Carrot Ketchup



1 Pax



90 Minutes



Medium

Let's Cook

Burger

Flying Dutchman



Hamburger Dutch Style
with Blue Lips Potato Cake



1 Pax



90 Minutes



Medium

Let's Cook

Burger

California Sunshine



Hamburger with Avocado Lemon Spread
and Cheddar Sauce



1 Pax



30 Minutes



Easy

Let's Cook

From fast casual concepets to Michelin-starred restaurant, we will help you **adapt your menu**.

Download our **40 creative recipes** for inspiration.



F flank Recipe Book - A Cut Above The Rest



New-Meat™ Recipes



PUT **NEW-MEAT™** ON YOUR MENU

From a juicy steak, to a smokey brisket, our New-Meat™ is adaptable and suitable as an ingredient in any type of cuisine or as a part of any diet. Every REDEFINE MEAT™ product is developed along with the expertise of world-renowned chefs and meat experts, to ensure that you always enjoy a premium New-Meat™ culinary experience. With our marketing team, we help you promote and train your staff with a taylor made approach. Become our ambassador and communicate together about this (R)evolution.

OUR AMAZING COLLABORATIONS





GIRAUDI

MEAT THE EXTRAORDINARY
M O N T E - C A R L O

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Launched in **July 2021** in Israel, Redefine delicious plant based meats have been added to the menu of **more than 100 restaurants**.

Join the (r)evolution.