



# **Baron's Meat & Poultry**

## **Media Information**

Updated 12/8/06



## **The Baron's Meat & Poultry Background**

### **David Samiljan "The Baron of Meat"**

David's first exposure to the meat business dates back to his early childhood. His great grandfather ran the family butcher store in Brooklyn: Baron's Meat & Poultry. David grew up wanting to become either an artist or a chef, but graduated from High School unsure as to how to become either. David tried his hand at amateur radio, experimental films, and even joined the Big Apple Circus. At the circus he met Shirin, his future wife.

David eventually applied to and graduated from the Culinary Institute of America in Hyde Park, New York. He worked for a period of time at Commander's Palace, in New Orleans, and at Rowes Wharf Hotel (a four star hotel) in Boston, MA.

In 1994, David and Shirin married and moved to San Francisco where David worked in many facets of the restaurant industry. David came to realize his fascination with meat and sausage production. He began working at various retail butcher shops, studied Kosher methods, and eventually took a job at Niman Ranch Meats, considered the gold standard of beef, pork, and lamb production. At Niman, David worked as a butcher, a packer, a salesman, a quality control manager, and he continued to learn about charcuterie and sausage production.

In 2005, David reopened his great grandfather's Baron's Meat & Poultry in the new Alameda Marketplace. David not only provides the highest quality cuts of meat for his customers, he also prepares sausages (Cheese and Parsley from his days in Brooklyn, Merguese for Shirin's Middle Eastern palate, Andouille from New Orleans), marinades and recipes. Customers can even watch the sausage making process from the front counter.

Baron's Meat & Poultry offers a full line of high-quality, all-natural meats: beef, veal, pork, lamb, rabbit, buffalo, chicken, turkey, goose, and duck. In addition, David provides hams, bacon, hot dogs and his exclusive sausages. Baron's Meat & Poultry's Black Dragon Marinated Tri-tip is popular with David's customers, as is the Sesame Marinated Pork Loin. Because David is a trained chef, customers are able to ask detailed questions about selecting and preparing meat, sharing recipes, and even wine pairing.

Two products stand out in the Baron's Meat & Poultry case: the "Cowboy Steak" and dry-aged beef. The Cowboy Steak is a fully 2" thick all-natural Niman Ranch ribeye steak, weighing up to two pounds, which grills up marvelously. Three steaks feed a crowd with little preparation. Dry-aged meat is becoming increasingly difficult to find, as most modern butchers rely upon vacuum packaging to store their meat. Dry aging helps mellow the flavors and makes the meat much more tender.



## **The Baron's Philosophy**

Baron's Meat & Poultry is dedicated to providing meat that is the highest quality, best flavor, adheres to the strictest levels of safety, and has been raised humanely with little impact to the environment.

To the USDA, natural meat is meat that has not added hormones and has been minimally produced. Yet the label "all-natural" is becoming more common in the meat industry, often as a marketing tool. To Baron's Meat & Poultry all-natural means:

- No Hormones
- No Antibiotics
- Human-grade vegetarian feed (no meat by-products, feathers, textile scraps, or any other additives humans would not eat themselves.)
- Humanely treated
- Pasture-raised when possible with minimal impact to the land.
- Fed an organic diet when possible

## **Safety**

Both our poultry purveyors, Smart Chicken and Mary's Chicken, use the highest caliber technology to process poultry. Rather than soak freshly slaughtered chickens in a cold-water bath, which can contaminate chickens and add up to 14% water weight to the muscle, both companies employ a blast cooler to efficiently and safely bring each carcass to hygienic temperature. As a result, not only are the chickens more flavorful, but also the meat is safer. In addition, Smart Chicken also uses a new atmospheric technology to stun the birds, which is far more humane than the industry standard of electric stunning.

One of our beef vendors, Creekstone Farms, is so committed to fighting Mad Cow Disease that they have generated a protocol wherein every one of their carcasses will be tested for the disease before distribution. Because of the Creekstone and Niman Ranch dedication to tracking their cattle from birth and to feeding an all-vegetarian diet, Baron's Meat & Poultry is confident in the safety of their beef products.

## **Quality**

David is a trained chef and will not put meat into the case, which does not meet his high standards for flavor, consistency, and quality. Not only must the meat taste good, each shipment must be as good as the last.



## Baron's Premier Products and Description

We personally hand-select all the products at we sell and work with our vendors to ensure the products are: all-natural, free-range, humanely-raised, locally produced, and, when possible, organically-raised. None of our vendors add hormones or antibiotics.

### Beef

**Niman Ranch:** Headquartered in the S.F. Bay Area, Niman Ranch is the leader in all-natural meats. Ranchers working with Niman Ranch must adhere to strict protocols, which include not only treating the animals humanely, but also ensuring that production does not harm the environment. Niman Ranch cattle are grass-fed in Bolinas pastures until they are one year old. To "finish" the flavor, the cattle are fed an all-natural human-quality feed of mixed grains. No animal by products, hormones, or supplemental antibiotics are used.

**Creekstone Farms:** Based in Kentucky and features humanely raised Black Angus cattle. Their beef is grass-fed and then finished on an all-corn diet. Creekstone is dedicated to healthy cattle and is a progressive leader within the meat industry in the fight against mad cow disease.

**Marin Sun Farms:** This local family farm is nestled in the rolling grasslands of Point Reyes National Seashore. Their all natural, 100% grass-fed beef has a rich and robust flavor way beyond conventionally produced grain-fed beef. This grass-fed beef has significant health benefits such as high levels of Omega 3 Fatty Acids and Conjugated Linoleic Acid, is raised without hormones and antibiotics, and has about half the fat and cholesterol of grain-fed beef. Marin Sun Farms promotes the vision of an agrarian culture that restores, conserves, and maintains the productivity of our grasslands.

### Pork

**Niman Ranch** partners with **Willis Farms** in Iowa to raise non-confinement, all-natural pork. Niman Ranch is dedicated to ensuring that meat production does not impact the environment, so "factory farms" are not allowed in its protocols. Pigs are pastured and eat human quality feeds. The pork Baron's Meat & Poultry provides is sweet, juicy, and flavorful.



## Chicken

**Mary's Chicken:** Baron's Meat & Poultry offers Mary's all-natural chickens and Mary's Free-range chickens. Both types have no added hormones or antibiotics, and the all-natural line is fed only a human-grade blend of vegetarian-only grains. Mary's Chickens are blast cooled rather than cooled in a water bath so as to ensure the highest level of safety available in the poultry industry. (Water chilling can also add between 4% and 14% added water to the muscle meat, diluting the flavor and affecting the white meat texture.)

**Organic, Smart Chicken:** All Smart Chickens are fed an organic, vegetarian diet. The Smart Chicken Company uses the highest level of technology to ensure their organic chickens are safe and flavorful. To reduce stress, they use an atmospheric method of stunning the birds rather than electric stunning. The Smart Chicken technique is more humane and results in a better tasting product. Furthermore, Smart Chicken also uses the blast cooling technique. This is an excellent product.

## Turkey

**Mary's Heritage Turkeys:** Mary's offers a truly unique Holiday selection: the Heritage Turkey. Modern turkeys have been bred to increase the percentage of breast meat and to increase tenderness. This has changed the taste of the turkey to a blander product, and the birds themselves are impacted—some have such large breasts that they can no longer fly. Mary's Chicken breeds an Heirloom breed of turkey, which retains its dark plumage, its ability to fly, and its excellent flavor. The meat is richer and denser than a supermarket turkey, and it is the same flavor people enjoyed generations ago.

## Additional Premier Products

**Duck, Quail, and Goose Breast**

**Whole Rabbit** from Cloverdale Farms

**Niman Ranch Hams, Bacon, and Hot Dogs** ("Fearless Franks" All Beef) in either regular or nitrate-free.

**Niman Ranch Lamb**

**Durham Ranch Buffalo**

**Neuske's Slab Bacon** – Hand cut to your specifications. This bacon is hard smoked with a strong cure.

**Neuske's Canadian Bacon** – Truly great. Neuske's products are commercially available and represent perhaps 5% of our product line, which is not all natural. We carry their products because they are just that good.



## Baron's Exclusive Products

**Cowboy steak**—a 2" ribeye steak of the finest quality for your next campfire.

**Black Dragon Marinated Tri-tip:** A full tri-tip roast fully marinated in our exclusive recipe. Robust and slightly spicy. A good choice for barbeques.

### Red Dragon Pork Chops

Sweet fresh pork chops marinated in secret Portuguese spices and red wine vinegar - they are amazing.

### Marinated Boneless Skinless Chicken Breasts

Tarragon Dijon, Jamaican Jerk, and Red Dragon Chicken Breast

**Sausages:** Baron's makes nine different types of sausages right in the shop. We use our fine cuts of pork, lamb, and chicken in our exclusive recipes.

- Hot Italian                      Pork & fennel, spicy
- Sweet Italian                    Pork & fennel
- Chicken Italian                Chicken & fennel, mild
- Chicken Curry                 Chicken & curry
- Alameda Merguese            Lamb & Middle Eastern Spices, spicy
- Cheese and Parsley          Pork, mild
- Tomato Basil                  Pork & sun-dried tomatoes, pine nuts, mild
- Andouille                        Pork & New Orleans spices, spicy
- Breakfast                        Pork, mild

## Dry Aged Steaks

We carry on the tradition of dry-aging select cuts of well-marbled meat. Full cuts of meat are held at exactly the correct temperature and humidity so that the flavors in the meat concentrate while the meat naturally tenderizes. After a 4-6 week aging period, the outer dried portion is removed, resulting in a creamy, nutty steak at the center of the cut.

Modern commercial butchers rely upon vacuum packaging and no longer dry-age their steaks, so the taste of a dry-aged steak is a rare and heirloom experience. Due to water weight loss and the loss of the dried portion, dry-aging is not as profitable as holding the steaks in vacuum bags. This, along with the commitment necessary to ensure correct temperature controls, are the reasons dry-aged meats are so hard to find.

Baron's Meat & Poultry is the only store in the area that carries the entire short loin rather than steaks. We will age the entire cut for you and prepare steaks to your order at your convenience. Please ask for more details.