

The Endless Possibilities of Corned Beef



Corned Beef hash



Original Corned Beef



Corned Beef Tacos



Open Face Corned Beef



Potato Corned Beef Chowder

3 Ways to Cook Corned Beef

MOST POPULAR:

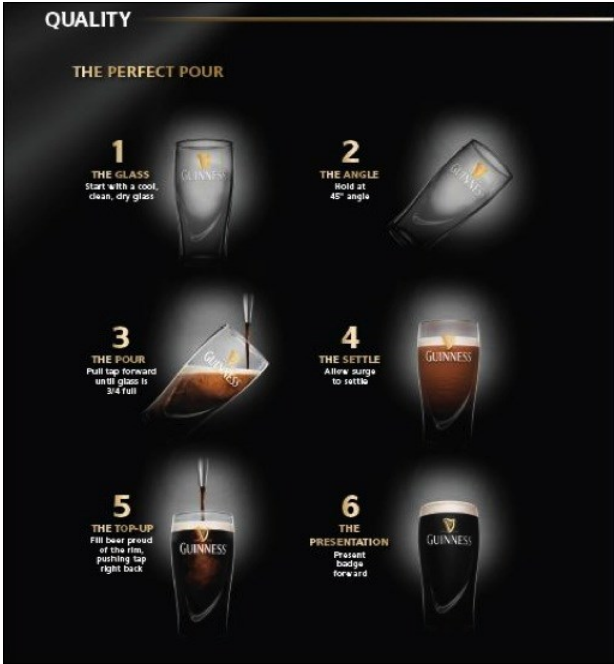
- 1. Boiling in large stock pot or steam jacket kettle.
  - A. Place corned beef in pot or kettle
  - B. Cover with H2O
  - C. Add pickling spice (optional)
  - D. Bring to a boil, cut back to a simmer
  - E. Check after 1-1/2 hour & turn. Continue cooking for 1-1/2 hour
  - F. Done when pieces are bright pink and when stabbed with fork and twisted, offers little resistance
  - G. Remove from pan and cool at room temperature for 10 minutes or shock in ice water bath Before refrigerating. Do not stack hot pieces on top of one another
  - H. Slice the following day after completely chilled through.

ELECTRIC ROASTER METHOD:

- A. Plug in and set roaster to 350°
- B. Place corned beef in roaster and cover with water, add pickling spice
- C. Cook covered for 1-1/2 hours and turn brisket. Continue cooking for an additional 1-1/2 Hours and test for tenderness and follow cooking procedure.

OVEN COOKING METHOD SET TEMP TO 350°

- A. Place brisket, 1 large or 2 small in 4" deep pan
- B. Cover 1/2 way with H2O and add spice
- C. Cover and cook 1-1/2 hours, uncover and turn brisket(s). Cover and braise an additional 1-1/2 hours. Test for tenderness and following cooling procedure.



6 STEPS TO POUR THE PERFECT GUINNESS

- 1. Take a cool, clean, dry, Guinness branded glass
- 2. Hold the glass under the tap at an angle of 45 degrees
- 3. Pull the handle forward until it is horizontal and fill the glass to between 15mm and 20mm (about 3/4) from the top. Never put the tap spout into the Guinness
- 4. Leave the surge to settle (approx. 119.5 secs)
- 5. Top up the glass by pushing the tap handle backwards until the head is just proud of the glass. Do not let the stout overflow, and never use a spatula to level the head
- 6. Hand the pint to the consumer with a steady hand. There should be no overspill

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NO. 9 ATLANTIC FOOD DISTRIBUTORS FRESH CORNED BEEF

THE IRISH 2

BROCHURE

3 Ways to Cook Corned Beef

Our PROCESS FOR ... Corned beef We are processing daily!

"History" of Shaker Valley

How to Pour the PERFECT Guinness

OUR TOP 5 WAYS TO EAT CORNED BEEF

Bread the first "REAL" ingredient

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# SHAKER VALLEY FOODS...the beginning



Shaker Valley Foods began in 1984. The name Shaker Valley was just a name we made up thinking of something upscale. The City of Shaker Heights was a well known upscale community. So we took it and added Valley to Shaker, which turned into Shaker Valley Foods. We had our first building on the east side at 156th St. and Waterloo Rd. It was a garage behind a grocery store. We had a cooler built out of plywood and a small walk in freezer we bought from Pick-n-Pay Grocery store for \$5.00. Any big orders we received we had to put outside because all we had room for in the garage was a table with a scale. We moved after 6 months into a refrigerated building on the West 65th and Storer Ave. to a place we thought was way too big. To our amazement we had to move again in 1997 to our current facility on W. 67th Place because we outgrew the other building.



I always had an entrepreneur side in me and when I met a guy who was selling lunch meat to deli's, but was going out of business, I talked myself into becoming partners with him and starting a new company doing the same. My mother told me I was crazy! We had a little S10 truck and we would drive to Detroit every week and pick up product (plus other places) and distribute to the area deli's and restaurants. At that time we had one driver to make the deliveries plus us. My partner at the time and I met a guy in Detroit that sold us a machine to make our own corned beef after being in business one year. After being partners for 2 years, and him wanting to spend money we did not have, I wanted out, but ended up with the whole business. Our customers started asking about other meat products, so we started cutting pork chops and then making ground beef, soon it evolved into total meat production after acquiring some smaller meat companies.

I have never worked in the food business for anyone, I learned everything on my own by observation and relationships with experienced others. Pretty soon our corned beef had become our largest volume product. During this time we have perfected what we believe to be the "BEST" corned beef profile of the old Jewish style corned beef. Hard work and satisfying my customers, made us successful.

When we recently sold to Atlantic Food Distributors we had grown to 45 employees working in production and distribution.

Dean Comber



Marble Reuben Thick Sliced Bread