

Prime Beef 301

by Nick Palassis and
Executive Chef
Demetre Castanas

The Hand-picked Difference

BY NOW YOU KNOW that Grill 225 is Charleston's only 100% USDA Prime steak house and that we specialize in wet-aged beef. Here is some information you may not know about quality control and the USDA grading system and what we at Grill 225 do to ensure that your steak is perfectly Prime.

An Imperfect Grading System

Just 1-2% of all meat qualifies as USDA Prime, the highest designation possible. However, not all USDA Prime beef is identical. The USDA grading system isn't perfect. Most meat ships to restaurants from one of a few giant distributors. USDA inspectors, government employees, don't grade every piece of beef. They rely on the distributors to do so. But distributors don't make money grading and spot-checking beef, they make money distributing.

Here's how it works: beef travels from the rancher to the food distributor, quickly acquiring a USDA grade along the way. The typical food distributor (the kind used by nearly all steak houses) sorts the beef, then boxes it with the rest of the distribution items – everything from paper plates to pepper. There may be little or no quality assurance process to confirm the beef grade.

Distributors are responsible for self-policing the beef they grade and for making a profit. They aren't beef specialists. Sometimes, the meat the distributors sell as Prime just isn't Prime. Some of the Prime beef you buy at a steak house isn't Prime at all.

Hand-picked, just for you

To ensure that Grill 225 only serves the best USDA Prime beef available, we developed an exclusive arrangement with a leading Midwest beef supplier – a family-owned operation that has been in business over 50 years. This supplier is a beef specialist that replaces the typical food distributor and they work quite differently. They specialize in sorting beef by grade, hand-picking the best USDA Prime beef, verifying its quality, wet-aging to our specifications for optimum flavor and texture and sending it straight to our steak house. They are trusted by the nation's top steak houses.

Grill 225 is the only restaurant in Charleston that can bring this custom-selected beef and proprietary aging process to you.

50 Days Wet-Aged

All Grill 225 beef is aged to perfection to yield the most tender, flavorful steak. Nearly all steak houses serve beef that has been aged 21-28 days; however, our Tenderloin, Ribeyes, and Veal are aged a minimum of 42 days. Our New York Strip is aged 50 days.



Executive Chef, Demetre Castanas and Managing Director, Nick Palassis.

"I personally butcher each piece of steak served at Grill 225 and I assure you that this process of hand-picking and slowly wet-aging beef translates into remarkable quality, flavor and texture. Beef lovers can tell we're serving a very different steak. You can almost cut our New York Strip with a fork," says Chef Castanas.

Charleston's Only USDA Prime Steak House

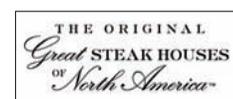
Grill 225 is Charleston's first and only USDA Prime steak house. We serve nothing but 100% USDA Prime beef and are the only restaurant in Charleston that can make this claim. All of our beef is hand-picked and wet-aged to ensure tender texture and unsurpassed flavor.

We hope you'll come experience the hand-picked difference, only at Grill 225 and see why we are committed to *The Truth in Beef*.

Grill 225
The Truth in Beef

At the MARKET PAVILION HOTEL
225 EAST BAY STREET
CHARLESTON, SC 29401
Reservations: 843-266-4222
WWW.GRILL225.COM

Hours: Dinner is served Sunday –Thursday, 5:30 until 10:00 p.m.; Friday & Saturday, 5:30 until 11:00 p.m. Lunch is served Monday – Saturday, 11:30 a.m. until 3:00 p.m.; Sunday brunch, 11:00 a.m. until 2:30 p.m.



For more information on Prime Beef 101 and 201 please visit us at Grill225.com