

# FESTIVELY FRESH FOR 21 DAYS\*



## CHRISTMAS CALLS FOR CRAVENDALE

TheMilkMatters.co.uk

\*Unopened.

Offer valid from 18th November to 31st December 2013 on 2L only.

# LOCAL HEROES

TESCO IS PROUD TO WORK WITH LOCAL PRODUCERS ACROSS THE REGIONS WHO SUPPLY ITS STORES WITH GREAT QUALITY BRITISH PRODUCE. HERE WE FOCUS ON A SCOTTISH CLASSIC

## HIGHLAND GAME DUNDEE

It's hard to believe that, back in 1997, only five per cent of the venison reared in the UK was eaten here – the rest was exported to Europe, where it was hugely popular. It was in that year



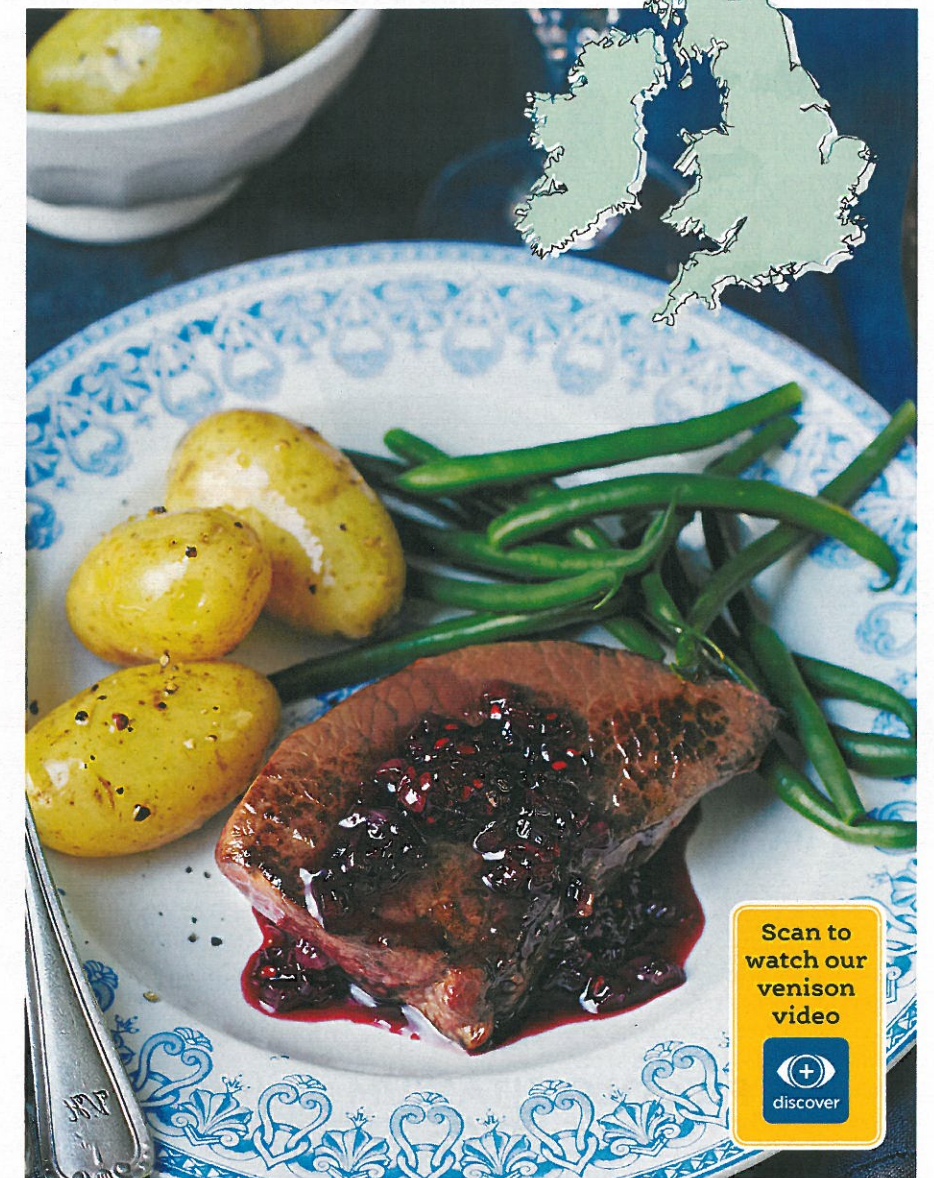
that Christian (left) and Ingela Nissen moved to Scotland from Denmark and set up their business in Dundee. Their vision was to make venison available to everyone. 'We wanted to

convince people that venison was a tasty, healthy and affordable meat, something to be enjoyed at home and not just a luxury to order in a restaurant,' explains Christian.

Sixteen years on, Highland Game (highlandgame.com) is a thriving business, supplying high quality venison around the UK. A variety of cuts and products are available in the Highland Game Chef's Selection range, exclusive to Tesco, and Highland Game also supplies the venison for Tesco's Finest range, available nationwide.

Christian and Ingela realised early on that many people were put off buying venison because they thought it was fiddly to prepare and cook. So the company developed a range of ready-prepped products, including diced venison for a casserole and lean steaks paired with pre-prepared sauces, as well as burgers and sausages. There are also extra cuts that are only available in Scotland, such as venison steaks with a whisky jus.

The company sources its venison from the Forestry Commission and private estates all over Scotland, so



the deer enjoy a natural environment in which they can roam freely. 'Our suppliers do a brilliant job of respecting the deer and their habitat while keeping the eco system in balance,' explains Ingela.

Venison is a perfect alternative to other festive meats and is great as a lighter choice for those days between Christmas and New Year. 'It's delicious, so you don't need to do much to it,' says Ingela. 'To get the best flavour, season your steak or loin and cook it briefly so that it's still pink. Rest before

serving, so it's nice and juicy. If you have any slices left, they're great in a sandwich served with salad leaves, caramelised onions and mustard mayo.' Try mouthwatering Finest venison topside steaks, with bramble, shallot & sherry sauce – £25/kg – perfect with green beans and buttery potatoes.

### FIND OUT MORE...

... about how Tesco sources local products at [tescofoodnews.com](http://tescofoodnews.com) in the 'Food Stories' section.