



Dear Valued Customer

We've struck gold with Australian Rose Veal

Gourmet Direct prides itself in being New Zealand's original online butcher and total meat cuisine store for serious "foodies". For 24 years we have been supplying 100% New Zealand meat to our loyal customers.

In recent years we've tried to establish a sustainable and profitable supply of Rose Veal to satisfy customer demand, using our own farm and farming partners. We are very proud of the product we were able to deliver but we were still constrained by issues of seasonality.

That is, until now!

The solution to year-round supply of Rose Veal has meant reaching across the Tasman to obtain export-quality veal raised on the old goldfields of Victoria. Our supplier Collinson & Co, is a very proud producer of pasture raised Rose Veal that is 100% free of antibiotics and hormone growth promotants (HGP), and with the added nourishment of mothers' milk. This supply ticks all the boxes.

This is a natural partnership between two farming families, Gourmet Direct and the Collinsons, who share the same values, farming with the end-consumer in mind and an uncompromising commitment to animal welfare.

Yes, this does mean moving away from the 100% NZ Meat label, even if it only for one species. It is a decision made after a lot of soul-searching. In the end, we decided that if it was good enough to stand shoulder-to-shoulder with the lads from Victoria goldfields at Gallipoli, its good enough to savour their Rose Veal.

The upside for Gourmet Direct customers is having access to a full range of high quality meat products, including free-raised Rose Veal, any time you want. For us, the partnership with Collinson ensures we can do this profitably, without comprising our position on animal welfare, especially when there can be so many questions swirling around the ethical production of Veal.

If you have any questions about this matter, please do not hesitate to contact me by phone or kate@gourmetdirect.co.nz

Yours sincerely

A handwritten signature in black ink, appearing to read "Kate King".

Kate King