

*Dear Mr Payne,*

*I visited your shop on the off chance that you would have something special for me to serve at an impromptu dinner. My brother and his family were visiting unexpectedly. My sister-in-law is Brazilian and she has high standards when it comes to meat, beef especially.*

*Apparently, beef is served very regularly in Brazil and they take its consumption very seriously. The gentleman at the counter was very knowledgeable and offered some excellent looking topside. I asked, again on the off chance, if there were any ribs of beef prepared and indeed there was.*

*I cannot imagine there will be many butchers with ready prepped ribs at no notice, but your shop did. It was an excellent looking piece of meat too and the gentleman was even able to show me photos of the herd from which it came.*

*I cooked the rib rare and it was delicious. The middle was blue and quite special. The outside parts were very tasty too, with the fat being particularly tasty, making the whole joint very moist. My sister-in-law was suitably impressed, thanks to you. I believe your shop did its bit to restore pride in British meat, as she can be rather dismissive of British cuisine generally. I am pleased to say that honour is now restored.*

*I recommend Mr Payne to all my dinner guests and anyone else who is looking for consistently good quality meat, professionally prepared. As long as Mr Payne has selected it, I am content! I also enjoy knowing what farm it comes from.. He does the same for his geese at Christmas. I get one every year. They are delicious.*