

STUNNER IN TUNE WITH LE MANOIR'S ETHICS



Le Manoir aux Quat' Saisons is renowned worldwide, not only for its fabulous cuisine but for its ethical approach to animal welfare issues. Raymond Blanc's kitchen uses Crustastun to enhance its famous lobster and crab dishes.

"HERE AT LE MANOIR AUX QUAT' SAISONS, OUR PASSION FOR PRODUCING AND SOURCING THE FINEST INGREDIENTS FOR OUR GUESTS INCLUDES A CONCERN FOR ANIMAL WELFARE AND HUMANE COOKING METHODS. CONSTANTLY STRIVING FOR THE HIGHEST QUALITY, WE ARE ALWAYS PLEASED TO EMBRACE INNOVATION. WE BELIEVE THAT THIS NEW CRUSTASTUN SYSTEM IS AN IMPORTANT ADVANCE FROM AN ETHICAL POINT OF VIEW, AND HAVE DISCOVERED THAT IT ALSO ENHANCES TEXTURE AND FLAVOUR." Raymond Blanc OBE.

"LE MANOIR BRIGADE AND I ARE PLEASED WITH THE CRUSTASTUN MACHINE – IT IS VERY FAST, EFFICIENT AND EASY TO USE. NOBODY ENJOYS COOKING LOBSTERS AND CRABS ALIVE, AND NOT ONLY IS THIS MACHINE MORE HUMANE THAN TRADITIONAL METHODS, BUT WE ARE NOTICING AN IMPROVEMENT IN THE QUALITY OF THE FINISHED PRODUCT, SWEET, TENDER, CLEAN AND ETHICAL "

Gary Jones, Executive Head Chef



THE SCIENCE

Why does CRUSTASTUN improve shellfish flavour and quality?

University research has established two reasons for this.

1. Because of its almost instant anaesthetic effects, electro-stunning prevents the production of stress-related hormone CHH, which would otherwise impact on meat quality of shellfish boiled or butchered alive.
2. Crustastunning acts (within minutes) to speed up the natural seasoning and tenderisation, producing high levels of IMP, a nucleotide which gives an enhanced and sweeter flavour to fish and shellfish and a tender and luxurious texture.

Now you too can sample shellfish as they have never tasted before, with the Crustastun.

TASTING IS BELIEVING

Try it and see. Crustastun the new ethical lobster and crab electro-stunner genuinely improves the texture and flavour of shellfish meat, making it sweeter and more succulent. We believe that you and your customers will notice a remarkable difference.

ANYONE CAN USE THE CRUSTASTUN

At the touch of a button, the product is kindly killed and ready to cook in seconds without boiling or butchering alive. Stress-free killing prevents production of harmful chemicals and destroys bacteria, prolonging shelf-life.

Crustastunning starts and accelerates the same seasoning and tenderising process as is used in hanging meat and game, without bacterial spoilage. Cooked even minutes after electro-stunning, you will notice how much more sweet and sumptuous your shellfish meat has become.

For more information about Crustastun visit www.crustastun.com

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CRUSTASTUN

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