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Strassburger Looks To Asia

STRASSBURGER Meats, one of the oldest meat purveyors in the U.S., is taking its vast experience a step further. President Suzanne Strassburger has launched two new ventures. One is a new division of the family business called Suzy Sirloin Inc. This venture brings Strassburger meats to international markets, with the first focus being on the Asia-Pacific markets, specifically Hong Kong. Suzanne Strassburger brings 20 years of experience to this new venture, says the company.

Strassburger also recently began The Sirloin Report (www.thesirloinreport), which provides a database of resources on all things meat. The online guide provides users with an opportunity to obtain facts on the commodity markets, types of meat, information about world-renowned Dr Temple Grandin and other meat related issues. The Strassburger family has been in the meat industry for more than 150 years and provides high-quality beef to some of the nation's top restaurants. The firm specializes in selling USDA Prime and natural beef. All beef is aged and cut to the specific requirements of each customer, it says.