

A meet and greet on Dawson Street

In September 2008 The FIRE team formed a line on Dawson Street to meet and greet the Figurehead of their new business partner; Balleen Jordon of the Irish Hereford Prime brand. The award winning Irish Hereford Bull represents a number of issues that have become important to the Irish public, and thus important to FIRE in the recent past. He represents quality, traceable, Irish prime produce.

The Hereford breed is renowned for succulent flavoursome, lightly marbled, tantalisingly tasty beef. But there is more to this beef than meets the eye.

Supporting the Irish Hereford prime beef brand is supporting the small artisan Irish farmer. With a greater demand for traceable, quality products, these farmers must be heavily supported commercially to make sure that their businesses stay viable, and that their products continue to be available in an increasingly competitive market.



Head Chef Darina Brennan and prize bull Balleen Jordon

Our head chef has committed to working with the Irish Hereford farmers, to produce a high quality, affordable, socially responsible product. And in return Hereford have made the 10 oz Irish Hereford prime steak exclusively available to us.



Ruth O'Neill, Ken from Pallas Foods and Balleen Jordon

Now, Pallas foods, Irish Hereford prime beef and FIRE bring you the best steak in town.