



## **MEDIA RELEASE**

### **RUMP DEFEATED FOR THE FIRST TIME IN 42 YEARS**

**4 February 2009**

The Breakfast Creek Hotel's big juicy rump has been defeated in the hotel's popularity stakes for the first time in history.

Last month the Creek sold more petite eye fillets than the rump steak which is almost twice its size – the first defeat for the rump since steak was introduced at the Creek 42 years ago.

Hotel Manager Sam Gullo attributes the spike in smaller meals to January weight loss programs and the growing number of women enjoying the Creek's hospitality.

"The rump has always been our biggest seller, largely because it is almost half a kilo of meat, but as people struggle with the post-Christmas bulge, they are now ordering smaller portions," he says.

"We are renowned for our big juicy steaks and serve more than 18,000 a month, yet the smaller steaks are becoming more and more popular," Mr Gullo said.

The January figures saw 3,484 petite eye fillets hit the grill, with rumps relegated to second place with 3,459.

The rib fillet is currently the third most popular cut, with 2,594 sold last month.

Mr Gullo is predicting the petite eye fillet's reign to be short lived.

"I think by March the new year's resolutions will be forgotten and the rump will be back on top," he said.

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