

LIFESTYLE / FASHION AND SHOPPING

Prime Time Butcher

8045 Jericho Tpke Woodbury , NY 516-921-6519



Kreitzman explained that "London broil" is not a cut of steak. It refers to any large, boneless cut that you slice (always across the grain) to serve. Most markets' London broils are from the top round, a singularly tough and bland cut of meat. Kreitzman is a big fan of the flat-iron steak, cut from the chuck (shoulder), which has a great flavor and texture. Photo Credit: Yvonne Albinowski

Type:

Butcher

Description:

Ever since he opened Prime Time Butcher in 1993, Lou Kreitzman has made prime meat his calling card. He personally selects the beef, veal and lamb that he buys, and dry-ages it on the premises in one of two temperature- and humidity-controlled coolers. Dry-aging improves the flavor and texture of meat and it makes prime beef even more of a treat.

Prime beef accounts for about 3 percent of all beef processed in the United States. It exhibits the highest degree of marbling (flecks of fat running through the meat) and it is also the most expensive -- and getting more so every day.

And so Kreitzman started dry-aging choice beef, the next highest grade, in order to provide a less expensive dry-aged product for customers who appreciate fine meat, but for whom price is an object. Prime Time sells the new product for about half the price of prime.

A butcher shop can no longer live by meat alone. "What can I throw in the oven?" is a far more frequent request than "Can you cut through the chine bone on that loin of pork?" Despite the many sides of beef, lamb and veal hanging in two coolers the size of one-bedroom apartments, the majority of display space in the store is given over to ready-to-cook items (pre-skewered kebabs, marinated meats, frozen sliders on little brioche buns) and side dishes such as garden-vegetable burgers, Thai rice salad and a knockout Asian cabbage salad.