

Pingyao Beef

平遥牛肉

Pingyao beef is a kind of beef product using high-quality cattle as the main raw material, which is made of ground water in Gutao Town, Hongshan Town, Yuebi Township and Nanzheng Township of Pingyao County, Shanxi Province. It is pickled and marinated according to the traditional processing technology, and named after Pingyao region.

Pingyao beef has flat cut, deep rose color, yellowish fat and luster. The meat is fresh and tender, closely organized, tough, thin but not firewood. Pingyao beef is rich in flavor, slightly salty at the entrance, soft and delicious when chewing and with a lasting aftertaste. The special quality of Pingyao beef mainly depends on the natural properties of Pingyao County. The groundwater in Pingyao beef production area is rich in salt. The ionized salt can permeate the surface of beef, promote the meat to be fresh and tender, and increase the flavor substance. Without adding any spice, the meat is still fragrant. A variety of minerals in the water make meat nutritious. The landform of Pingyao County forms two fjords in the northeast and southwest, with an open area in the middle, sufficient light and obvious energy accumulation efficiency. The curing and processing of Pingyao beef are related to the change of temperature, humidity, light and other natural conditions.

（Courtesy of the IP Protection Department of CNIPA）

平遥牛肉是以优质黄牛肉为主要原料，在山西省平遥县古陶镇、洪山镇、岳壁乡、南政乡境内，使用境内地下水，按传统的加工工艺腌制、卤煮而成，并以平遥地域名称命名的牛肉制品。

平遥牛肉切面平整，呈深玫瑰色，脂肪微黄，有光泽；肉质鲜嫩，组织紧密，有韧性，瘦而不柴；肉香味浓郁，入口微咸，咀嚼时绵香可口，食后有回味。其特殊品质主要取决于平遥县的自然属性。平遥牛肉生产地域的地下水水质盐分较多，盐类电离后对牛肉表面能起到渗透作用，促进牛肉肉质鲜嫩，风味物质增加，不添加任何辛香料仍然肉香浓郁。水质中的多种矿物质，使得肉品营养丰富。平遥县县域的地貌形成东北和西南两个峡口，中间为一开阔地带，光照充足，聚能效能明显，其温度、湿度、光照等自然条件变化适宜平遥牛肉的腌制加工。

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