# Advance Mobile App Information

## Nose to Tail
### Animal Meat Cut Reference for Beef, Chicken, Lamb and Pork
### Launch Date: 24th November 2013

$0.99 with In App Purchases
iOS and Android
Food & Drink / Life Style / Reference
Google Play Store: http://goo.gl/DcysxY
Apple App Store: http://goo.gl/1QA3Km

There are many cuts of meat that remain unutilized by Chefs and Home Cooks that are not aware of the cuts or how they can be best used.

*Nose to Tail* is a convenient encyclopedia of animal cuts with support for over 200 cuts of meat from four different animals (cow, chicken, lamb and pig). Each cut includes in-depth detail about the anatomy, recommended preparation, history, common dishes as well as fun facts.

*Nose to Tail* has a comprehensive list of cuts that include uncommon parts of the animal that are often overlooked, including offal. The App promotes the full use of the animal without waste.

*Nose to Tail* includes unique hand drawn images for each cut, as well as animal diagrams to demonstrate the location of butcher primal areas and cuts. To encourage discovery of the expansive catalogue, cuts are categorized and can be browsed through both cooking methods and suggested uses, and anatomically through animal diagrams.

The *Nose to Tail* website (http://nosetotailapp.com) includes more screen shots of the App and a promotional video showcasing the App in use. There are also feedback forms to provide suggestions on new cuts and features that will improve the App.

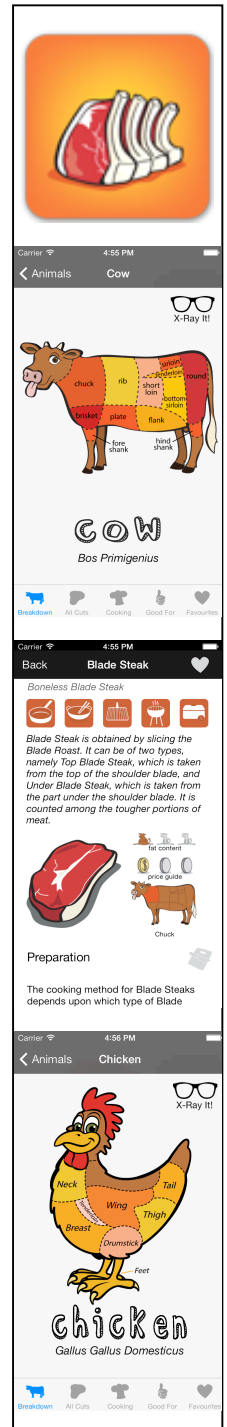**Audience:** Food Enthusiasts; Professional Chefs; Home Cooks; Butchers

**About the Developer:** Socket Software is a two-man team based in Brisbane, Australia. They have a passion for making great Apps and eating delicious food.

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**socket software**

PO Box 2324
Runcorn, 4113
Queensland
Australia

1300 850 048
http://socketsoftware.com

Contact: Sharim Chua, Director
support@socketsoftware.com

**Major update to Meat Cut Reference Mobile App, *Nose to Tail,* will be introducing three new animals and over 120 new cuts with revised research and artwork.**

*Using the right cut of meat is often the secret of turning a good dish into a great dish. Consumers are not familiar with all cuts or how they can be best used, and many cuts of meats remain underutilized. This update to the **Nose to Tail** app will provide over 200 different cuts from four animals (cow, chicken, lamb and pig) to serve as the comprehensive resource for food lovers on how to choose the best cut for their next dish.*

*Nose to Tail* is already an impressive reference for Cooks with over 80 cuts of beef. This major update, scheduled for release on **24 November 2013**, will expand to include over 200 cuts of beef, chicken, pork and lamb. Our tradition of promoting all edible portions of the animal is continued, with lesser known cuts and offal given as much attention as more common cuts. *Nose to Tail* covers everything from T-bone to Testicles.

*Nose to Tail* is a comprehensive yet convenient reference to be used by Cooks who need to know how to best prepare a cut of meat or want to find the ideal cut for their dish. Not only are cooking preparations, suggestions and tips provided; each cut includes anatomy and history of the cut to give Cooks a better understanding of the origins of the meat.

Being able to easily identify cuts of meat by distinguishing features is critical when shopping and cooking. *Nose to Tail* incorporates unique illustrations for each of the 200 cuts as well as animal diagrams and breakdowns to help as a reference.

"Nose to Tail app is the only mobile app that you require if you're serious about learning all about the various cuts of meat." —*96Apps.com*

"Have been using various apps to have my favorite meat cuts with me all the time for consultation, but this is hands down the best!" — **Kensai**

"Fantastic App. Every chef should have this!" — **Jordan Henry**

"With the Nose to Tail iPhone app, there's no more confusion about meat selection and cooking methods for the many different cuts." —*CrazyMikesApps.com*

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*Nose to Tail* boasts many features to encourage learning about different cuts:

—Illustrated Animal breakdowns with butcher primal and cut diagrams
—Categorization and browsing of cuts by cooking methods and suggested uses
—Social sharing of cuts and stories via Facebook
—X-Ray feature to explore uncommon animal cuts
—Bookmarking favorite cuts to be easily accessed later
—Meticulously researched details about each cut
—Hand drawn reference images for cuts
—Beef cuts included with Chicken, Lamb and Pork available for In App Purchase

Other cut reference apps are satisfied with including a small number of popular cuts of meat. *Nose to Tail* provides an exhaustive list of all possible cuts, opening up new culinary possibilities that will respect the animal and delight the diner. *Nose to Tail* charmingly presents as smorgasbord of information in an efficient and approachable manner, making discovering new cuts or learning about the old a great experience.

The *Nose to Tail* website (http://nosetotailapp.com) includes more screen shots of the App and a promotional video showcasing the App in use. There are also feedback forms to provide suggestions on new cuts and features that will improve the app.

**About the Author/Developer:** Socket Software is a two-man team based in Brisbane, Australia. They have a passion for making great Apps and eating delicious food.

**App Details:**

**App Name:** Nose to Tail
**Developer:** Socket Software Pty Ltd
**Launch Date:** 24th November 2013
**Cost:** $0.99 with In App Purchases
**Category:** Food & Drink, Lifestyle, Reference
**App type:** Native Mobile App
**Platforms:** iOS and Android

**Socket Software Pty Ltd**
PO Box 2324
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Queensland, Australia
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# About Socket Software Pty Ltd
## Developers of *Nose to Tail*

**Socket Software Pty Ltd** is a software development company based in Brisbane, Australia. The founding members are Christopher Perry and Sharim Chua, who have been building software applications with various companies for over 20 years. After working together for four years at Flight Centre Limited, the two founders decided to start their own business in 2012.

Delighting customers with custom-built software is the primary goal of Socket Software. The team derives much joy from working with their clients to achieve a great outcome, but their true passion lies in crafting their own products and ideas.

Socket Software draw inspiration from a wide variety of interests, resulting in an eclectic mix of products for the company; from risk management tools to mobile apps for waste bin collections and references for animal meat cuts. No matter what the category, the key criterion for the team is to produce a product that they can be proud of and love to use.

Being avid foodies, Perry and Chua were drawn to the idea of creating the definitive mobile reference for meat. Frustrated with the lack of comprehensive apps available, they decided to develop their own for iOS and Android devices. Starting just with 80 cuts of beef, *Nose to Tail* has now expanded to cover over 200 cuts from four animals. The team strongly believe in the practice of nose to tail eating, and are thrilled to offer the mobile app market a unique reference that covers all edible parts of the animal.

Perry and Chua both work from home. They spend their days coming up with new ideas, arguing about the merits of Apple and Google platforms and enjoying warm Queensland afternoons with their young families.

For more information about Socket Software, see **http://socketsoftware.com**.



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