

PROFILE

Jess Pryles is a meat specialist, live fire cook, author and founder of Hardcore Carnivore.

She's an expert resource for meat information, not merely how to cook it- but also understanding the science behind it. She is driven by helping people become more confident in selecting and cooking meat.

Particularly passionate about beef, Pryles is also a respected authority on Texas style barbecue. Currently, she's completing her graduate certificate in Meat Science from Iowa State University.

In addition to being a maven of all things meaty, Jess is a co-founder of the Australasian Barbecue Alliance and the creator of the internationally-acclaimed line of meat seasonings, Hardcore Carnivore®. She has also authored a cookbook of the same name.

Pryles' website is one of the highest ranking resources for meat cookery and information on the internet. Her recipes, videos and classes reach millions of meat-fans around the globe each year.

Jess' expertise in the meat world grew from humble beginnings - a regular consumer who enjoyed the occasional steak at home, but frustrated by her own lack of knowledge on the different cuts available, and more importantly, how to cook them.

As she herself puts it: *'I used to be one of those people who stood in the meat department at the grocery store overwhelmed by the selection. So I decided to change all that'.*

CONTINUED



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Pryles spent years educating herself on all things related to meat. Basic butchery, varied cooking techniques, the affect of aging meat...she's investigating these and a myriad of other carnivorous subjects.

She's visited ranches, slaughterhouses, butcher shops, became a hunter as part of the rite of a responsible meat eater (and now loves processing her own venison) and has completed short courses at Texas A&M University's Meat Science department, as well as teaching her own classes in the US, Australia, Mexico, Sweden & Brazil.

Jess was honored to create the menu for the G'day USA Australia Day event at the Texas Governors Mansion, has appeared as a celebrity judge on Channel 7's Aussie Barbecue Heroes and is a regular on Food Network. She's grilled live on the Today show and judged BBQ competitions worldwide. Her expertise has been sought for guest speaking engagements at SXSW, Camp Brisket, National Barbecue & Grilling Association, Ducks Unlimited and American Meat Science Association conferences.

In 2017, the JP signature edition Pitts & Spitts smoker was released. Designed by Jess, each pit is custom made in Texas, individually numbered and bears her signature.

Pryles is a spokesperson for Kingsford Charcoal and Lone Star Beer and a proud ambassador for Gerber Legendary Gear and Texas Parks and Wildlife Foundation.

Touted as "the female Ron Swanson" by loyal followers, Pryles has pioneered a unique brand encompassing cookery, 'meatducation' and the Texan way of life, all while encouraging folks to cook meat like they mean it.