

PROFILE

Jess Pryles is a cook, author, TV host and a professional Hardcore Carnivore.

Her expertise lies in all things red meat, having once been referred to as “the goddess of all things that have previously moo-ed”. She creates dynamic original recipes with a Southern and Tex-Mex twist, and is also a respected authority on low’n’slow smoked meats, particularly Texas style barbecue.

In addition to being a maven of all things meaty, Jess is a co-founder of the Australasian Barbecue Alliance and occasional cleaver-wielding covergirl. She is also the creator of the internationally-acclaimed line of meat & steak seasoning rub, Hardcore Carnivore®, and in late 2017 a cookbook of the same name will hit the shelves.

Born and raised in Australia, she fell in love with Texas and now calls Austin home.

Her original recipes, meat articles and photography reach hundreds of thousands of fans each year and resonate with likeminded meat-fans around the globe

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'.*

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She's spent years educating herself in the field of meat, and particularly beef. How to cook it, where it comes from, which are the best tasting cheap cuts, which cuts are worth spending a little extra money on, what's the difference between grass and grain fed, what's the difference between breeds, how does aging affect meat... investigating these and a myriad of other carnivorous subjects.

She's visited ranches, slaughterhouses, butcher shops, gone through the experience of hunting as part of the rite of a responsible meat eater, and even completed courses at Texas A&M University's Meat Science department, as well as teaching her own classes.

Jess was honored to curate an Australia Day event at the Texas Governors Mansion and has appeared as a celebrity judge on Channel 7's Aussie Barbecue Heroes and various Food Network shows. She's grilled in Rockefeller Plaza live on the Today show and judged prestigious BBQ competitions worldwide. Her expertise has been sought for guest speaking engagements at Texas A&M's Brisket Camp, the Australian Intercollegiate Meat Judges national conference and various private events. In 2017, she presented her first public Beef Workshop in conjunction with the Texas Beef Council. She's also served as brand ambassador for Big Red soda, McCormick Grill Mates, Heat Beads Charcoal, Buffalo Trace bourbon and Tito's Vodka.

Touted as "the female Ron Swanson" by loyal followers, Pryles has also pioneered a unique lifestyle brand covering travel, bourbon, football, Southern staples, Texan life and more.