

PROFILE

Jess Pryles is a cook, writer, 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 the creator of the internationally acclaimed event, The Carnivores Ball, co-founder of the Australasian Barbecue Alliance and occasional cleaver-wielding covergirl.

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

Her original articles, recipes and pictures 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. I was too nervous to buy expensive cuts because I wasn't sure how to cook them.'

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And so, Jess decided to change her situation. 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 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.

Jess has appeared as a celebrity judge on Channel 7's reality TV series Aussie Barbecue Heroes, judged at the American Royal World Series of Barbecue (the biggest in the world) and Fort Worth Food & Wine festival, appeared as a presenter in numerous grilling and BBQ videos, and as guest speaker at Brisket Camp, ICMJ national conference, and various private events. She's also served as brand ambassador for McCormick Grill Mates, Heat Beads Charcoal, Buffalo Trace bourbon and Tito's Vodka.

Her expert opinion has been sought and quoted by CNN, Huffington Post, Angus Pure NZ, and many others. In addition to penning numerous guest articles, Jess has also been the subject of countless stories and a featured "covergirl" for the Weekly Review, City Weekly, Herald Sun and The Music.

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.