

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 has authored a cookbook of the same name.

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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JESS PRYLES

HARDCORE CARNIVORE

CONTACT@JESSPRYLES.COM



/jesspryles



@jesspryles



@jesspryles



She's spent years educating herself in the field of meat, and particularly beef. How to cook it, what's the difference between grass and grain fed, 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 in the US, Australia, Sweden & Brazil.

Jess was honored to curate an 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 prestigious BBQ competitions worldwide. Her expertise has been sought for guest speaking engagements at Camp Brisket, National Barbecue & Grilling Association and American Meat Science Association conferences. In 2017, she presented her first public Beef Workshop in conjunction with the Texas Beef Council.

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 also a proud core ambassador for Gerber Legendary Gear.

Touted as "the female Ron Swanson" by loyal followers, Pryles has pioneered a unique lifestyle brand encompassing travel, Southern staples and Texan life all while encouraging and educating folks to cook meat like they mean it.