

FREEDOWN FOOD
EXCEPTIONAL MEAT



Outstanding Taste

U.S. BEEF - TENDER, JUICY AND MARBLED.

Tender, juicy and beautifully marbled, **U.S. beef** is recognised worldwide for its succulence and flavour. The cattle are fed on grass and then finished for the last 100-150 days of its 24-month life on a carefully balanced **grain** diet, making the beef **sweet and succulent** with a noticeable improvement in **marbling** throughout the muscle.



Grain-finished cattle from the U.S., which are mainly produced from Black Angus and Black Angus cross-breed cattle, consistently produce beef of the highest quality. The tenderness and taste clearly distinguishes it from most other meat originating from Europe or South America, where cattle are raised exclusively on grass.

The high standards of U.S. beef are the result of extensive research in cattle breeding. Only a limited variety of breeds are used to ensure a consistent quality cattle and subsequently a consistent top quality meat.

MARBLING

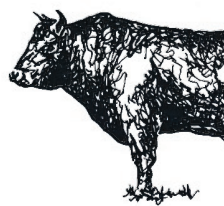
Flecks of intramuscular fat in the lean muscle - is an important indication of quality in meat. Marbling in beef raises palatability by increasing tenderness, juiciness and flavour. The fine marbling in U.S. beef is the result of grain finishing.

TASTE AND TENDERNESS

U.S. beef is favoured by many Michelin-starred chefs around the world who recognise the sweeter more succulent nature of US beef. Grain feeding also adds to the tenderness of the meat and ensures a softer texture in the mouth.

U.S. BEEF IS A 100% QUALITY PRODUCT IN FULL COMPLIANCE WITH EUROPEAN UNION STANDARDS.

U.S. beef exported to the E.U. originates from animals that have never been treated with growth promotants. Only beef produced from animals raised in accordance with the Non-Hormone Treated Cattle (NHTC) program can enter the E.U.



www.usmef.org



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