

1855[®]

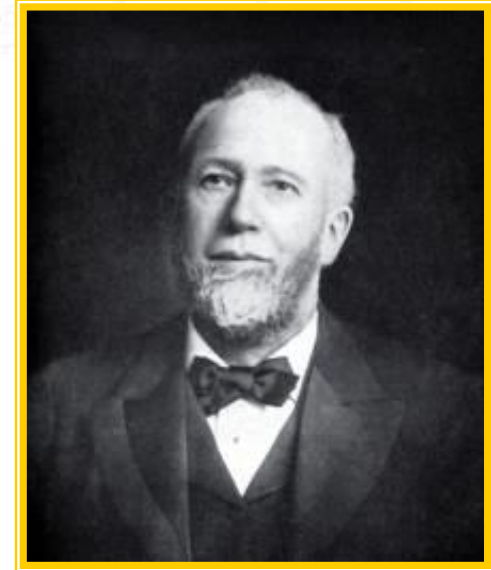
G.F. Swift

Introducing
1855[®] Black Angus Beef

A Tradition Of Excellence

In 1855, with a \$20 loan from his father, Gustavus F. Swift started selling beef and began a legacy of excellence.

His passion for providing the highest quality beef and best possible customer service is an intangible that inspires us every day.



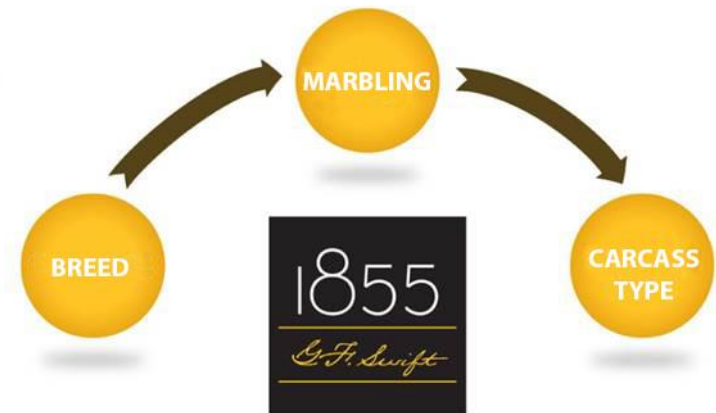
The Power of 1855[®] Black Angus Beef

- The Ultimate Eating Experience
 - Consumers recognize Angus as a superior eating experience
 - Consumers desire exceptionally tender, juicy and unforgettable beef flavor every time
- 1855 Black Angus Beef delivers a level of unmatched consistency
 - Black Angus beef is renowned for superior marbling, tenderness and taste
 - 1855 beef is well marbled, instantly letting consumers know they're getting a juicy, flavorful product



Great Beef Begins with Great Cattle

- We start with the very best stock, exclusively Black Angus.
 - Less than 10% of cattle meet our selection criteria
 - Grain-fed for a minimum of 100 days, producing flavorful beef that consumers recognize and prefer
 - Renowned for superior marbling, tenderness and taste
 - Sourced from carefully selected regions of the country, known for producing the richest Black Angus cattle available



We carefully choose family ranchers who have a passion for raising great Angus cattle and fully understand the steps required to achieve a great steak.

Full Process Advantage

Genetics

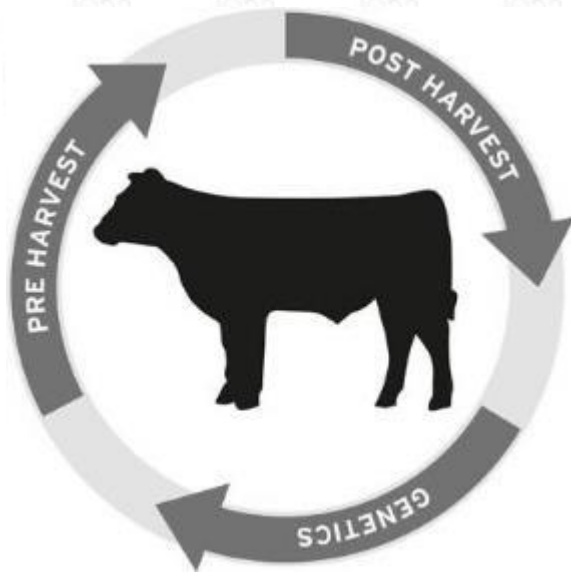
- Black Angus - Breed scientifically proven to excel in tenderness and quality grade

Pre Harvest

- Time on Feed - 100 day minimum
- Handling - JIT delivery of cattle to plants
- Cattle Age - “A” maturity

Post Harvest

- Carcass Chilling - Prevents cold shortening during 48-hour carcass chill cycles
- Electrical Stimulation - High voltage carcass stimulation
- Program Sorting - USDA certified



Incomparable Standards

USDA Certified to meet 10 strict program criteria with exacting standards in product selection, quality and food safety

- USDA Certified Program for third party verified consistency
- Angus breed marbles naturally and produces rich beef flavor
- “A” Maturity cattle provide consistent and tender beef
- Hump and muscle specifications to prevent Brahman and Dairy influenced cattle
- Carcass weight and ribeye area specifications to ensure consistent trim characteristics and uniform portion sizes
- USDA Prime and Upper 2/3 Choice, hand-selected for highest quality

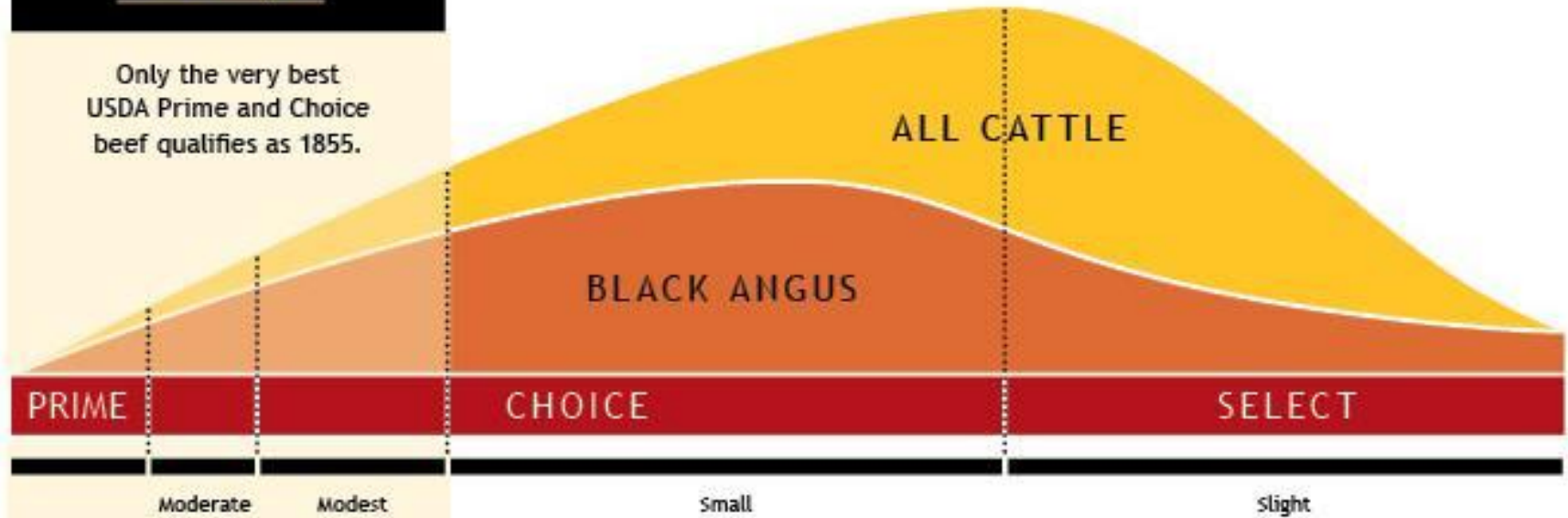
1855 Program Specifications	
G-Schedule	G-70
Breed	≥ 51% Black
Marbling Score	MT ⁰⁰ or Higher
Marbling Texture	Fine to Medium
Maturity	“A” Maturity
Dark Cutter	None
Hump	2” or less
Muscling	Moderate & Higher
Ribeye Area	10-16 square inches
Hot Carcass Weight	<1,050 lbs

The 1855[®] Black Angus Beef Standard

EXCLUSIVE
QUALITY

1855.
C.F. Swift

Only the very best
USDA Prime and Choice
beef qualifies as 1855.



1855 beef features modest
and higher marbling.

MARBLING

BEST

BETTER

GOOD

1855
C.F. Swift

Consistent Source for Consistent Beef



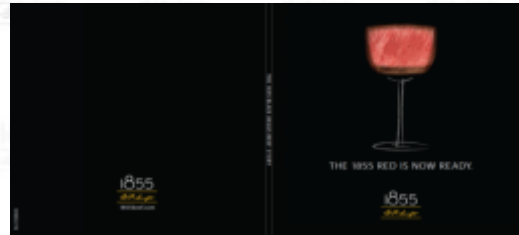
1855[®] Brand Promise

- The 1855 brand is a seal of quality, promising to deliver the ultimate eating experience - exceptionally tender, juicy and flavorful beef - every time
- Our commitment to 1855 starts with a great product and we apply the same passion to supporting our customers
 - Product and sales support through a highly trained field staff
 - Full line of foodservice and retail POS to generate consumer awareness during the purchase decision
 - Comprehensive sales training program including field training, sales literature and an educational brand video

1855[®] Foodservice Point-of-Sale



Glass Cling



Training DVD



Steak Picks



Napkins



Chef Hat



Apron



Chef Coat



Table Tent



Wait Staff Training Card



Check Presenter



1855[®] Retail Point-of-Sale



Dial-A-Price Fixture



Retail Labels



Consumer Brochure & Brochure Holder



Hanging Sign



Rail Strip



Hat



Static Cling



Case Header



Case Dividers



1855[®] Product Photography



1855[®] Website

Our website, 1855Beef.com, details the attributes of the 1855 Black Angus program and serves as an easy-to-use resource and informational tool for retail and foodservice operators.

The screenshot shows the 1855 website interface. At the top left is the 1855 logo with the signature 'G.F. Swift'. A navigation bar contains the following links: BEEF, PRODUCTS, FOODSERVICE, RETAIL, and RECIPES. On the right, there is a 'FEATURED CHEF' section. The main content area features a large image of a cooked beef roast with mushrooms and green beans. Below the image is the heading '1855 - Historically Fine Angus Beef' and a paragraph of text. To the right of the image is a portrait of a chef with a 'FEATURED CHEF' label below it, followed by a quote and his name and title.

1855[®]
G.F. Swift

BEEF PRODUCTS FOODSERVICE RETAIL RECIPES

FEATURED CHEF



G.F. Swift

1855 - Historically Fine Angus Beef

1855 Black Angus Beef is dedicated to a singular purpose - to consistently deliver **high quality flavorful beef** to foodservice professionals and elite retailers. Following traditions and standards that began in 1855 with our founder, Gustavus F. Swift, providing high quality beef is a passion that we continue today.

FEATURED CHEF

"1855 Black Angus Beef is an integral component of our success."

*Christopher Robins
Partner and Chef de Cuisine
Aquitaine Group*

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1855[®] Product Packaging

- Distinct black box and branded bags further reinforce our commitment to the uncompromising quality standards of 1855



1855
G.F. Swift



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1855[®] - Truly Premium Angus Beef

- The Black Angus Beef program providing an eating experience that consumers will come back for again and again
- The brand that increases your sales, improves customer satisfaction and sets you apart from competitors
- The brand that promises unmatched consistency and quality to fuel your success

1855[®]

G.F. Swift

Thank You
1855[®] Black Angus Beef

www.1855Beef.com