



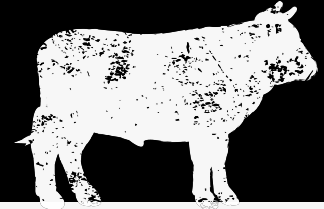
1855[®]

G.F. Swift

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 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 Black Angus Beef takes it a step further. Our beef meets strict program criteria to ensure premium quality angus beef for an unparalleled eating-experience. Every time.



Great Beef Begins with Great Cattle

WE START WITH THE VERY BEST STOCK, EXCLUSIVELY BLACK ANGUS.

- Less than 15% of cattle meet our selection criteria.
- Sourced from carefully selected regions of the country, known for producing the richest Black Angus cattle available.

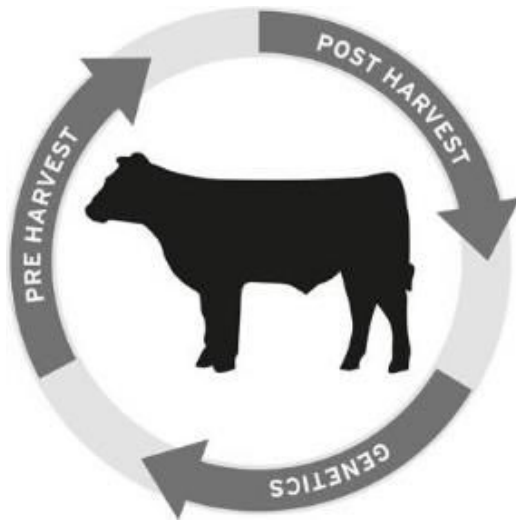


We carefully choose family ranchers who have a passion for raising great Angus cattle and fully understand the steps required to achieve a great steak.



Full Process Advantage

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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 - CBGA certified.

Incomparable Standards

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

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CBGA Certified Program
for third party verified
consistency.



Angus breed marbles
naturally and produces rich
beef flavor.



Canada Prime and Upper 2/3
AAA, hand-selected for
highest quality.



Carcass weight and ribeye area
specifications ensure consistent
trim characteristics and uniform
portion sizes.



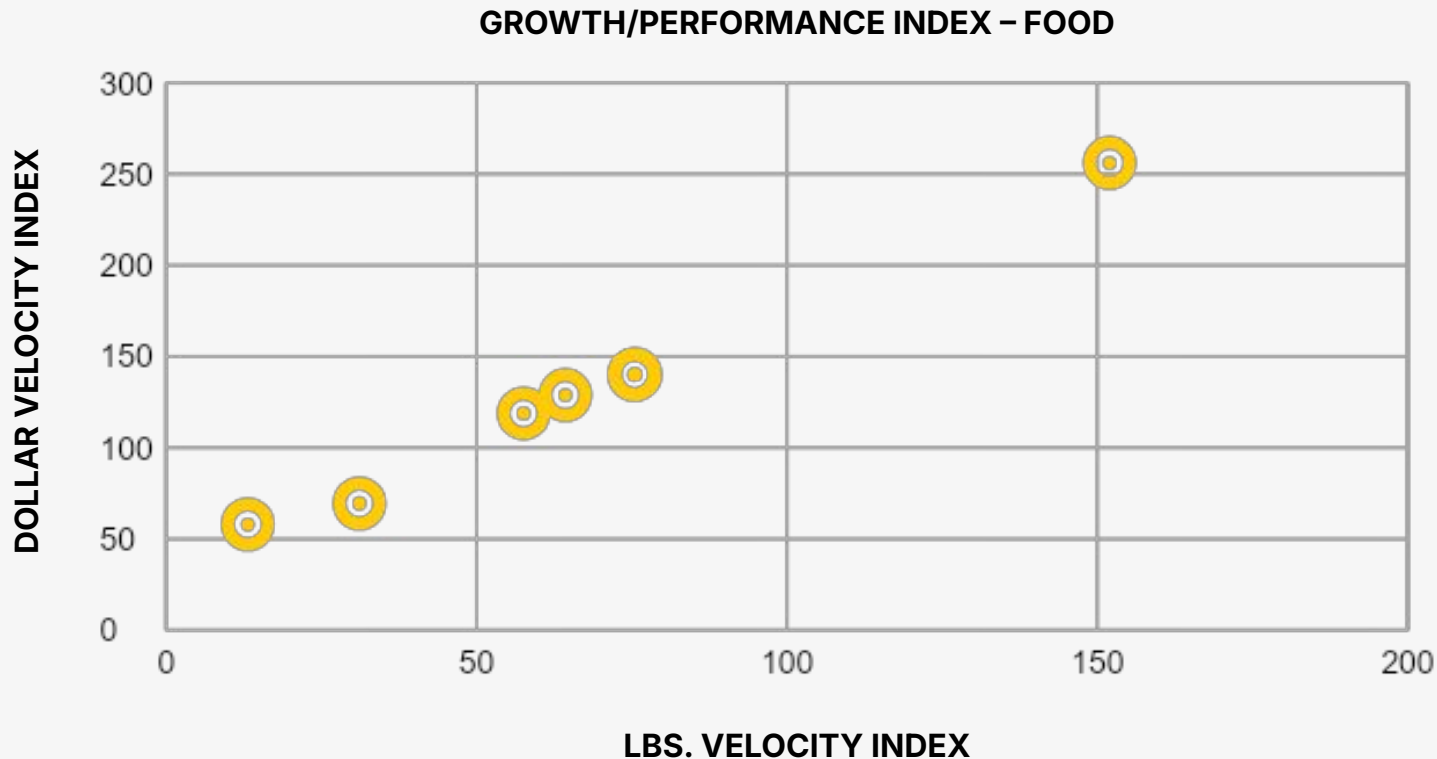
Hump and muscle
specifications to prevent
Brahman and Dairy
influenced cattle.



"A" Maturity cattle provide
consistent and tender
beef.

Angus Beef Has Leading Consumer Appeal

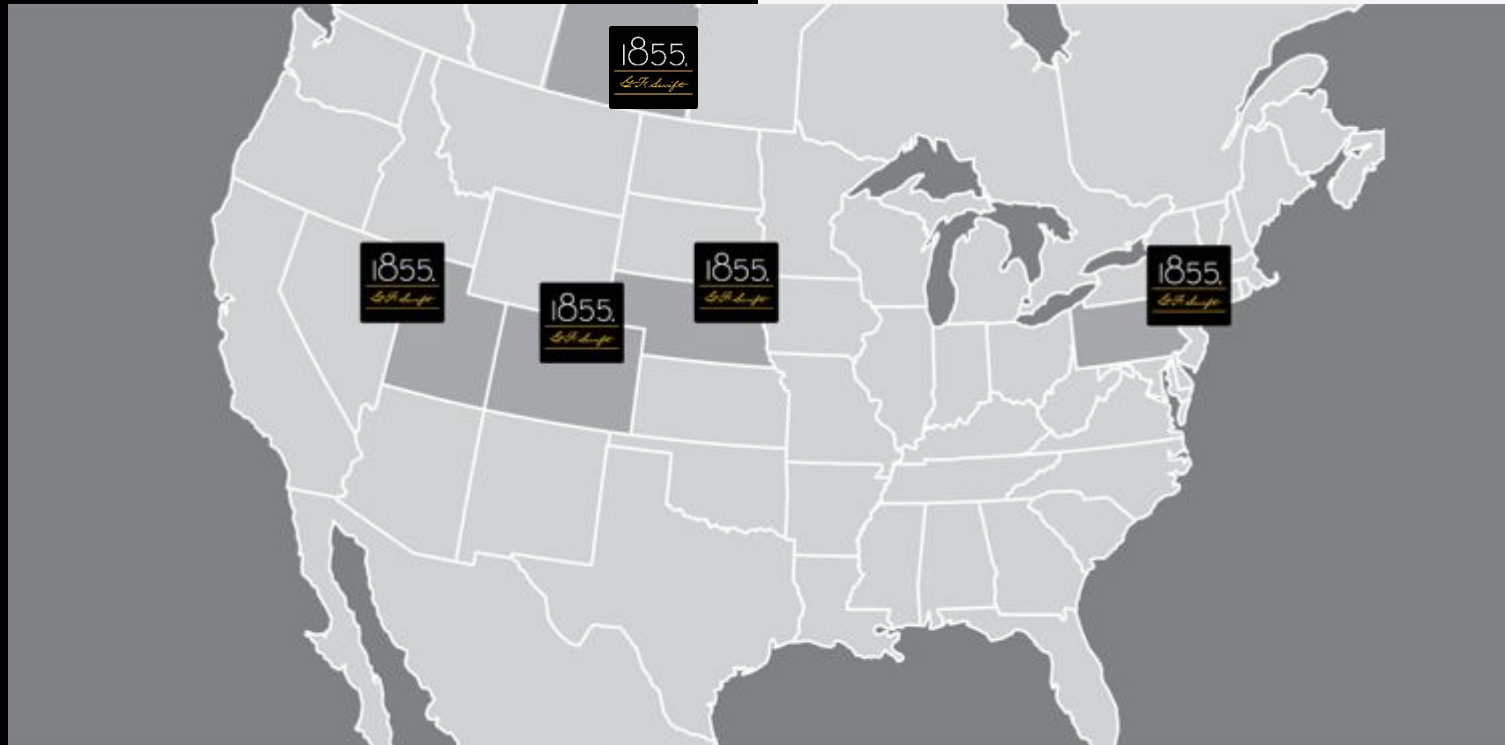
Angus, as a claim, is ahead of other specialty beef subcategories given the mainstream appeal and growth during Covid-19.



Source: IRI Integrated Fresh MA, TUS Food, Latest 52 Week Data Ending 9/05/2021

Over Index means Higher Dollars and Volume per Item than Average Meat Dept. Item Using Dollars per \$MM per Item and Volume per \$MM per Item





Consistent Source for Consistent Beef

PLANT LOCATIONS

- Grand Island, Nebraska
- Souderton, Pennsylvania
- Hyrum, Utah
- Greeley, CO
- Brooks, Alberta



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 Product Photography





1855 Product Packaging

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





1855 Product Packaging



1855 –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.



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1855 Point-of-Sale

