



PRIME MEATS™

QUALITY, SERVICE & TRADITION

★ EST. 1992 ★



ABOUT US

OUR VALUES



OUR PURPOSE



MORE THAN 30 YEARS OF EXPERIENCE



BEEF



PORK



LAMB



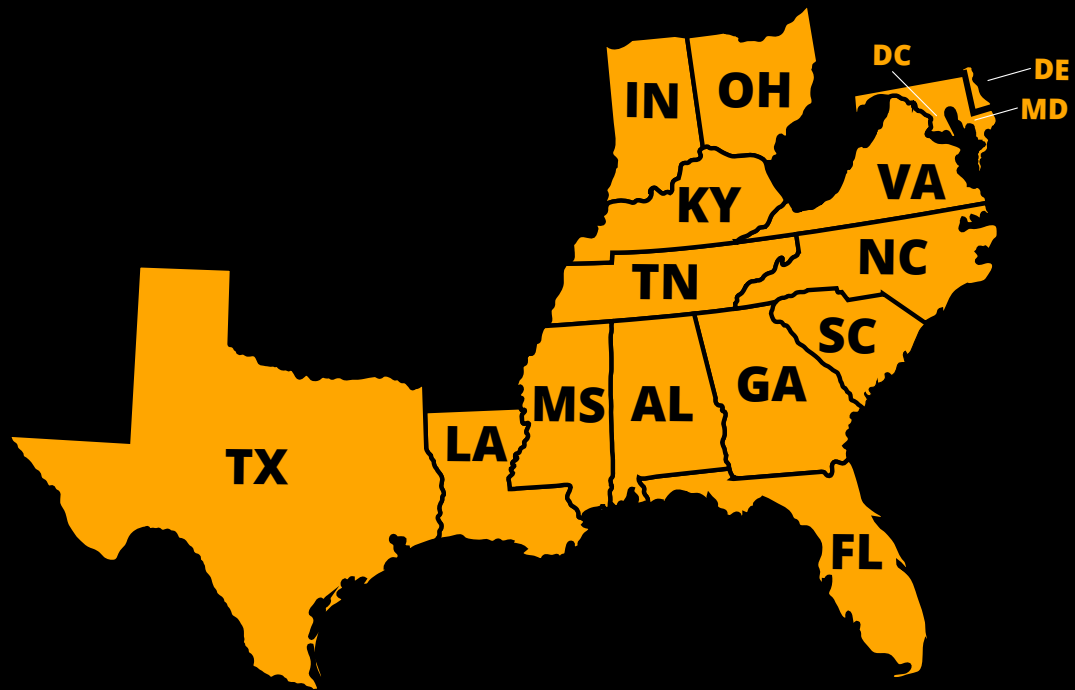
POULTRY



**SEA
FOOD**

PRIME MEATS is a family owned meat processing and distribution company located in the US. Established in 1992 by Norsan Group, we maintain unwavering values in our service to restaurants, grocery stores, hotels, and butcher shops throughout the country.

STATES



AL	ALABAMA	MS	MISSISSIPPI
DE	DELAWARE	NC	NORTH CAROLINA
FL	FLORIDA	OH	OHIO
GA	GEORGIA	SC	SOUTH CAROLINA
IN	INDIANA	TN	TENNESSEE
KY	KENTUCKY	TX	TEXAS
LA	LOUISIANA	VA	VIRGINIA
MD	MARYLAND	DC	WASHINGTON DC

BEEF



OUR PROGRAMS

Our products come from packers that select the best cattle in the US.

The supply is the most consistent and best available anywhere in the world.

The meat industry is considered to be one of the most highly regulated segments of the food industry, with over 120 years of regulatory history.

Verified black Angus beef offers the absolute best dining experience secured by unsurpassed quality from 100% Angus Genetics.



Angus secures your culinary reputation with the confidence that every steak will deliver the superior tenderness, mouthwatering juiciness and rich flavor that will keep your customers coming back.



Our VBA Program meets all of the following criteria:



True "Genotype" backed by random DNA testing for 100% Black Angus Heritage.



USDA Prime



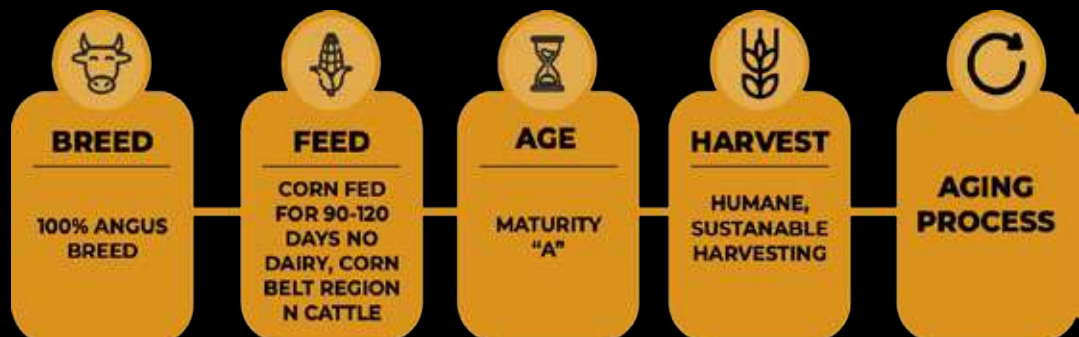
USDA Upper 2/3rd Choice.



All our middle meats are aged between 21 to 45 days.



USDA "A" Maturity-Only 30 months and younger qualify.



BLACK ANGUS BREED

- **Solid black color**
- **Always polled (naturally hornless)**
- **Known for maternal characteristics**
- **Produce high quality, well-marbled beef**



BEEF CATTLE LIFECYCLE



STOCKER CATTLE

10 - 20 months

STAGE 2 - Cattle

- Heifers and steers spend time grazing on high protein, low-energy diet—high forage (pasture, hay, crop by-products, silage) until 700 to 900 pounds
 - Spend 10 to 11 months



CALF

Birth to 9 months

STAGE 1 - Calf

- 9-month gestation period
- Cows are carefully monitored by producers and veterinarians
- Average cow gives birth once a year, in breeding herd 7 -9 years
- Calf weighs between 60 -100 pounds at birth
- Newborn calves spend the first few months drinking its mother's milk and grazing on pasture grass.
- Calves are vaccinated against diseases
- Calves are weaned at 6 to 9 months, weigh 400 to 600 pounds



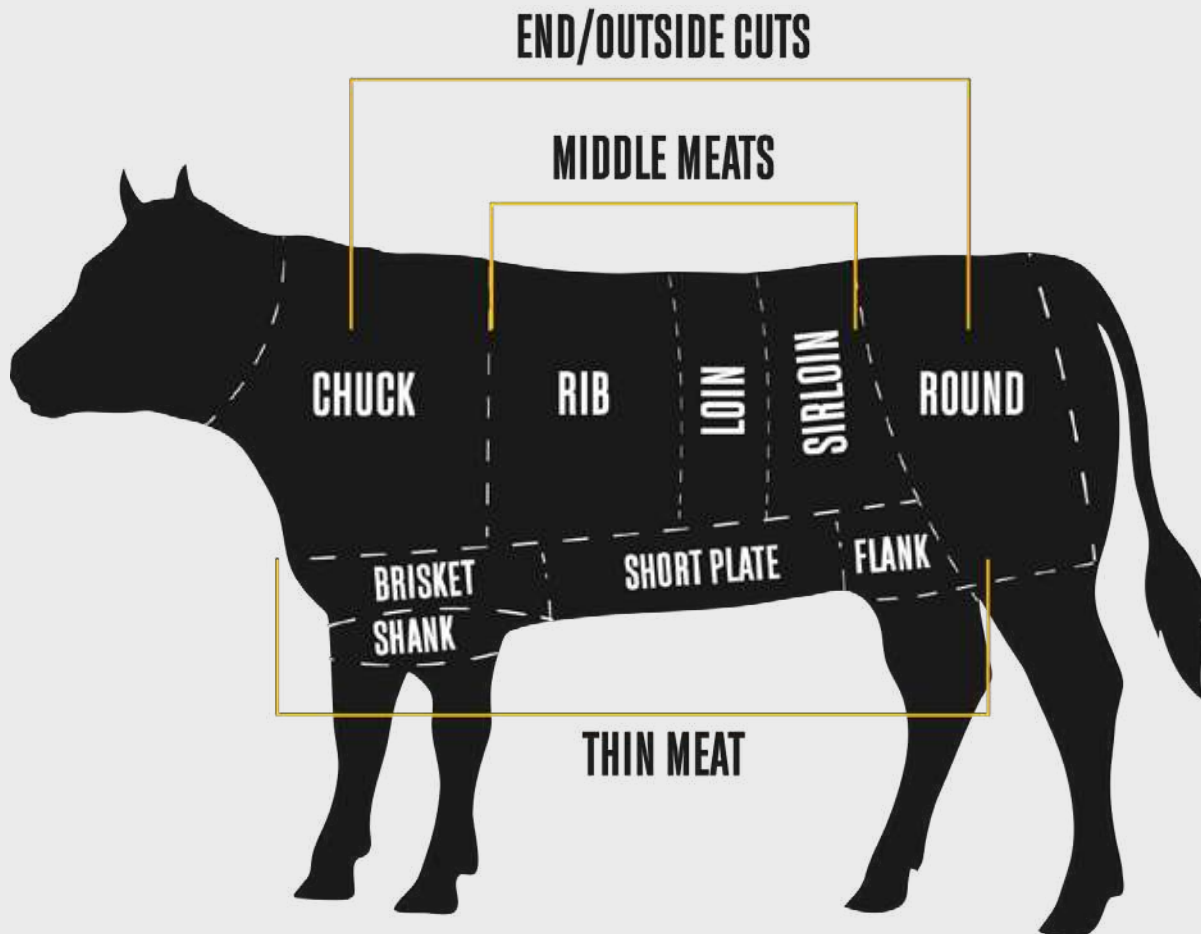
FINISHER/FEEDYARD

Harvested between 21 to 30 months

STAGE 3 -Finisher/Feedyard

- Cattle continue to eat forage as part of a high-energy diet created by professional animal nutritionists
- Spend 4 -6 months until they reach 1,100 -1,500 pounds.
- Always harvested at 30 months or less.

MAJOR PRIMAL COMPLEXES



Middle Meats - Tender steaks and roast

Outside Cuts - Variety of less tender steaks and roast

EXCEPTIONS: Shoulder Petite Tender and Flat Iron from Chuck are also tender

Specialty Thin Meats

STEAKHOUSE STEAKS



**Rib Steak
delmonico**



**Beef Cowboy
Rib Steak**



**Ribeye Steak,
Bone-In**



**Ribeye Steak,
Boneless**



Ribeye Filet



**Ribeye Cap
Spinalis**



**Porterhouse
Steak**



**T-Bone
Steak**



**Bone in strip.
Kansas City
Steak**



**Boneless strip.
New York Steak**



Strip Filet



**Tenderloin
Filet.
Filet Mignon**



**Flat Iron
Steak**

Value



**Top Sirloin
Steak**



**Top Sirloin
Filet**



**Coulotte
Steak**



**Petite Sirloin
Steak**



Ranch Steaks

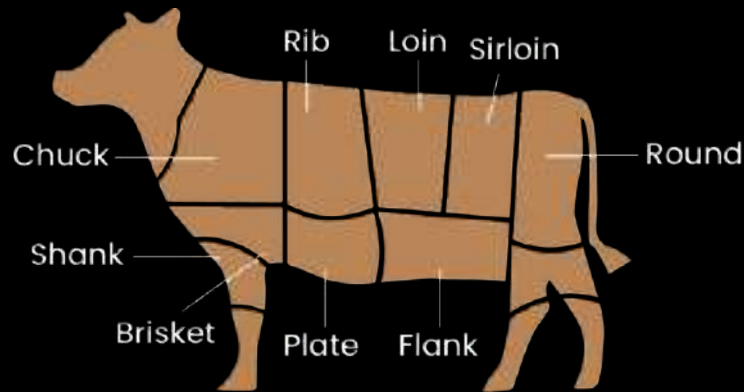


**Chuck Eye
Steak**



Denver Steak

BEEF CUTS



CHUCK



RIB



LOIN



SIRLOIN



TRI-TIP ROAST*



TRI-TIP STEAK*



TOP SIRLOIN STEAK*
BONELESS



ROUND



TOP ROUND STEAK*



BOTTOM ROUND ROAST*



BOTTOM ROUND STEAK*
WESTERN GRILLER



EYE ROUND ROAST*



EYE ROUND STEAK*



ROUND TIP STEAK*



SIRLOIN TIP ROAST*



SIRLOIN TIP CENTER ROAST*



SIRLOIN TIP CENTER STEAK*



SIRLOIN TIP SIDE STEAK*



SHANK & BRISKET



SHANK CROSS CUT*



BRISKET FLAT CUT



PLATE & FLANK



SKIRT STEAK OUTSIDE



INSIDE SKIRT



FLANK STEAK*



HANGING TENDER



OTHER



GROUND BEEF



CUBED STEAK



BEEF FOR STEW



BEEF FOR KABOBS



BEEF FOR STIR-FRY
OR FAJITAS

Key to Recommended Cooking Methods



Skillet



Grill or Broil



Marinate &
Grill or Broil



Stir-Fry



Roast



Stew



Braise



Pot Roast

***THESE CUTS MEET GOVERNMENT GUIDELINES FOR "LEAN" AND ARE BASED ON COOKED SERVINGS WITH VISIBLE FAT TRIMMED.**

LEAN IS DEFINED AS LESS THAN 10 GRAMS OF TOTAL FAT, AND LESS THAN SATURATED FAT, AND LESS THAN 95 MILIGRAMS OF CHOLESTEROL PER SERVING AND PER 100 GRAMS (3.5 OZ).

QUALITY GRADE



GRADE	MARBLING SCORE	% INTRAMUSCULAR FAT
Prime +	Abundant 00-100	11% and Above
Prime °	Moderately Abundant 00-100	9.5% -11%
Prime -	Slightly Abundant 00-100	8%-9.5%
Choice+	Moderate 00-100	7%-8%
Choice°	Modest 00-100	5%-6%
Choice-	Small 00-100	4%-5%
Select+	Slight 50-100	3.5%-4%
Select -	Slight 00-49	3%-3.5%
Standard+	Traces 34-100	2.5% - 3%
Standard-	Practically Devoid 00-66	2.5% and Below

PORTION CONTROL AND VACUUM PACKAGING ADVANTAGES



**PREVENTS FREEZER
BURN**



**REDUCES
MOLD**



**PROHIBITS
BACTERIA**



**LESS
WASTED**



**REDUCE LABOR
COSTS**



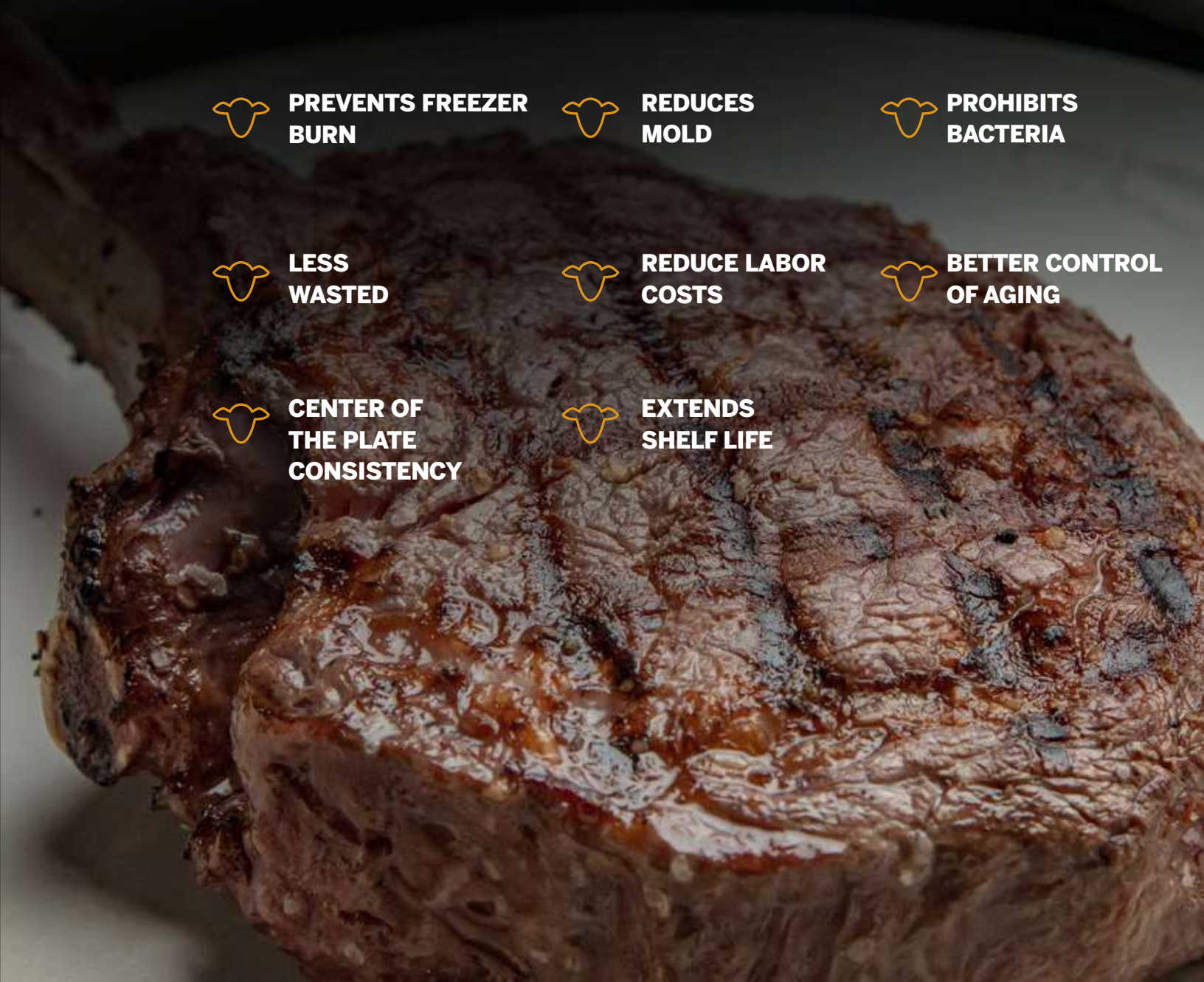
**BETTER CONTROL
OF AGING**



**CENTER OF
THE PLATE
CONSISTENCY**



**EXTENDS
SHELF LIFE**







PORK

Prime Meats have partnered with the top name pork farms across the country that provide a wide variety of this popular, tasty and healthy protein. Our Center Of The Plate Specialist help develop the exact portion cuts needed with great-tasting premium selections of fresh pork.

- An extensive selection of hand-cut options to fit your menu and provide you with consistency, cost control and convenience.
- Available cuts include french cut rib chops, loin chops, hams, bellies and butts.
- Consistency in color scores, texture, firmness and natural marbling that chefs are looking for.





POULTRY

Prime Meats offers the finest selection of all natural and traditional poultry selections. Our selection includes a great variety of quality chicken, turkey, hen and duck. Our Master Butchers are dedicated to providing our customers precise hand cut portioned controlled poultry with attention to detail. This time and labor saving process helps control customers costs as well as consistency to the menu.

- Locally sourced poultry farms.
- Non antibiotics, No growth stimulates, no added hormones.
- Fed a vegetarian diet with all natural vitamins to ensure the best quality of finished product.



LAMB

Prime Meats offers customers a great selection of lamb choices from New Zealand and Australia. Lamb from these two countries continue to provide consistency in taste, tenderness and quality that ensures our customers can rely on Prime Meats for your lamb needs.

- Our Master Butchers take pride in hand cut requests for consistency and portion controlled lamb cuts.
- No added hormones, no antibiotics.
- All Natural.



VEAL

ALL NATURAL USDA CHOICE MILK-FED VEAL.

Prime Meats provides customers with a great selection of veal. We evaluate each grower to ensure they follow strict guidelines on health and well being of their calves.

The calves are humanely raised in modern temperature control group house facilities, ensuring natural sun light and excellent air circulation. Untethered, the animals move freely and socialize, enabling proper natural growth. They never receive added hormones and their animal technicians and veterinarians monitor every aspect of care.

- Prime Meats Master Butchers create the exact portion cuts needed.
- Portioned controlled slices, full hotel racks, frenched cut chops, ossobuco and other choices are available on a regular basis.
- To ensure tenderness, flavor, juiciness and the light color that chefs prefer.



SEAFOOD

Prime Meats offers a great assortment of fresh, frozen, specialty, whole and portioned controlled seafood. We offer a great selection of seafood options from facilities inspected and approved by the United States Department of Agriculture and under strict HACCP guidelines.

- A wide variety of shrimp sourced domestically and internationally.
- Our selection of shrimp options include; IQF (Individual Quick Freezing), peeled and deveined, easy peel and cooked.
- Whole and fillet fish options available wild and farm raised.
- Popular varieties: lobster, octopus, crab meat and snow crab leg clusters, fresh oysters (in shell & shucked), little neck clams, calamari, mussels and seafood mix.



PREMIUM DELI

Our passion for premium meat is extended to the finest quality deli items available today. Years of culinary experience allow new development of industry leading deli meats including:

- Aged prosciutto
- Salami
- Specialty sausages
- Pancetta
- Pastrami
- Coppa



OUR PARTNERS





Contact us!

1-800-68-MEATS (63287)

www.primemeats.com