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Friboi

Simply Exceptional



***“OUR GREATNESS
LIVES IN THE GREATNESS
OF OUR VALUES”***

Ze Mineiro, JBS Founder



The story begins in 1953 in the countryside of Goiás, Brazil. Zé Mineiro, who was fully knowledgeable about cattle, dreamed of producing outstanding beef

We managed to develop expertise and “know-how” that made the dream come true. Thus, “1953 Friboi” was born.

THE 1953 FRIBOI PROGRAM

No detail is left unattended during the entire process - from selecting the best cattle, advanced technology at every stage of production and consistently selecting the best cuts - all this translates into the most rigorous JBS certification protocols.

PROTOCOLS OF EXCELLENCE



PROTOCOL 1

1



The Genetics Of Taste and Tenderness

We guarantee that our cattle breeds are European, scientifically proven to excel in tenderness, marbled meat and quality level. With noble lineage, most of the cattle that make up our 1953 program are Angus, but we also have other noble breeds such as Hereford, Devon and Charolais.



Young Cattle

Up to 30 months
Grain-Fed – 120 days

PROTOCOL 2

2



Production Process with the utmost care

Logistical proximity to the producer, physical structure suitable for product segregation and ease of production flow are just a few important points to ensure excellence in the production process.



Craft production

Verified by a team of highly qualified technicians to meet all the strict 1953 Friboi program specifications, such as carcass weight and ribeye area to ensure consistent cutability, trim characteristics and uniform portion sizes.



Meat Aging

After cattle slaughter, the process of ageing softens the muscle fibre and increases the overall quality, tenderness and taste of the beef.

PROTOCOL 3



1953 FRIBOI is present in some of the top locations around the world + 20 countries

1953 Friboi is present in the best butchers, haute cuisine channels, premium restaurants, best suppliers and premium supermarkets.



BEEF WITH HIGHEST QUALITY STANDARDS, TO DELIVER A SUPERIOR EXPERIENCE.



Guarantee of origin from selected European breeds



From selected and exclusive farms



Young cattle (up to 30 months)



Superior tenderness and juiciness

1953 PROGRAM SPECIFICATIONS

BREED	European breeds (minimum 50%)
MATURITY	Young Cattle - Up to 30 months
FEEDING REGIME	Grain-fed • min 120 days
MARBLE SCORE	Predominantly Choice
FAT	Uniform Fat Coverage • Does not allow yellow fat
HORMONE-FREE	✓



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