



BEEF WORTH CELEBRATING



Swift Black Angus Beef.

Nothing satisfies consumers or drives sales like it

Consumers recognize Black Angus for superior eating experiences.

- They savor the consistent taste.
- Consumers hunger for the superior quality and value.

Handpicked products stand out from the herd.

- It's the tender, juicy, rich flavor that beef lovers crave.





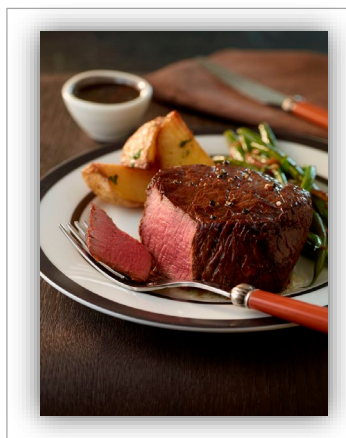
What Swift Black Angus brings to the table

To consumers, Black Angus is the best eating, period.

Black Angus means premium-quality beef.

Black Angus means high-end foodservice experiences.

Consumers recognize and value the term “Angus” more than any other term, including Prime, tender or organic.*





Swift Black Angus: the brand of excellence at every stage

Genetic Superiority

- Scientifically proven to deliver exceptional tenderness and quality

Pre-Harvest Handling

- 100 days minimum* on feed for exceptional marbling and flavor
- Overall “A” maturity to deliver the most tender beef possible
- Just-in-time delivery to plants reduces stress on the animals, leading to superior tenderness

Post-Harvest Handling

- Program sorting allows third-party verification of USDA specifications
- Carcass chilling prevents cold shortening to maintain tenderness

Results

- Tender, juicy flavor that always hits the spot with the most discriminating beef eaters



USDA Certified Beef: How Swift Black Angus Measures Up

G-Schedule	G-23
Breed	Solid Black Main Body*
USDA Grade	Prime, Choice & Select
Marbling Score	SL ⁰⁰ & Higher
Marbling Texture	Fine to Medium
Maturity	Overall "A" Maturity
Dark Cutter	None
Hump Height	2" or less
Muscling	Moderate and Higher

Plants available: Cactus, Grand Island,
Greeley, and Souderton.

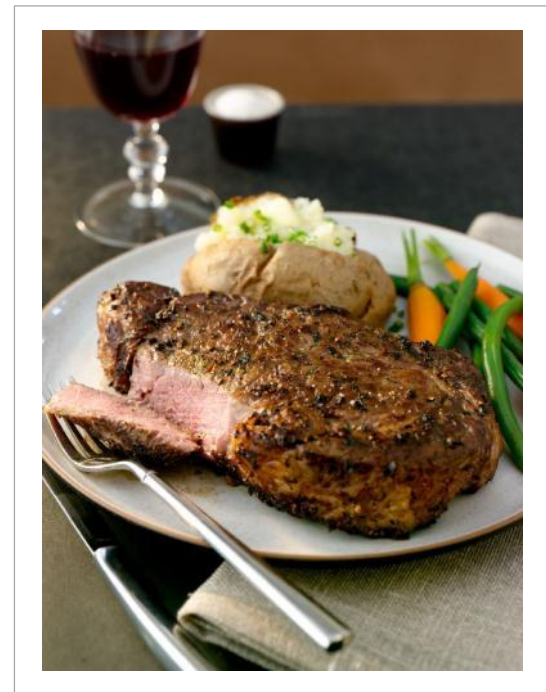
*Cattle eligible for certification in Angus influence beef programs based on phenotype (appearance) will have a main body that must be solid black, with no other color behind the shoulder, above the flanks, or breaking the midline behind the shoulders, excluding the tail.



Choice Swift Black Angus Beef

The ideal combination of consistency and quality

- High level of consumer awareness of Black Angus beef as delivering consistent eating experiences
- Choice graded beef offers superior marbling for exceptional juiciness and flavor
- Products packaged in branded and graded bags and delivered in Swift boxes

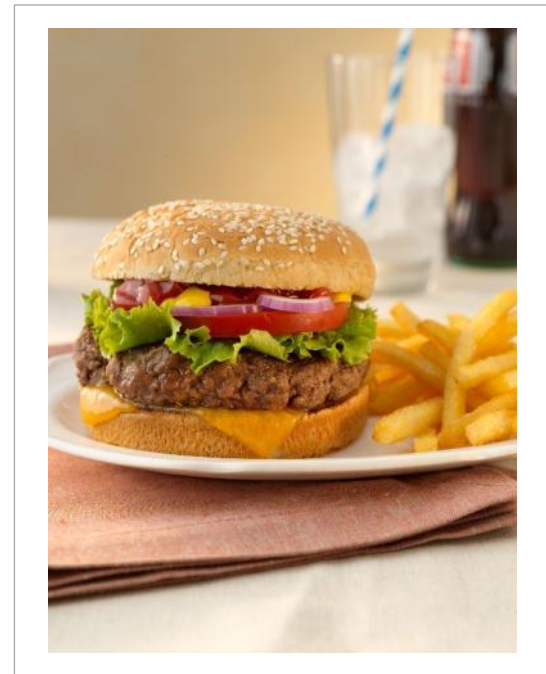




Select Swift Black Angus Beef

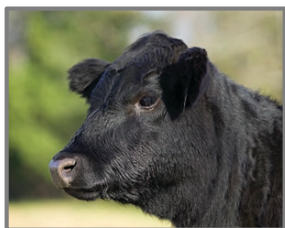
The ideal combination of quality and value

- High level of consumer awareness of Black Angus beef as delivering consistent eating experiences
- Select graded beef offers an enjoyable beef eating experience while still being affordable for consumers
- Products packaged in branded and graded bags and delivered in Swift boxes





Beefing up sales: the Swift Black Angus Program



Black Angus Cattle

Swift Black Angus begins with the best of breeds, known for superior marbling, extra tenderness, and extraordinary flavor.



Cattle Country

From the heart of cattle country to the table, all cattle are raised to deliver mouthwatering taste and continuous sales.



Hand-Selected

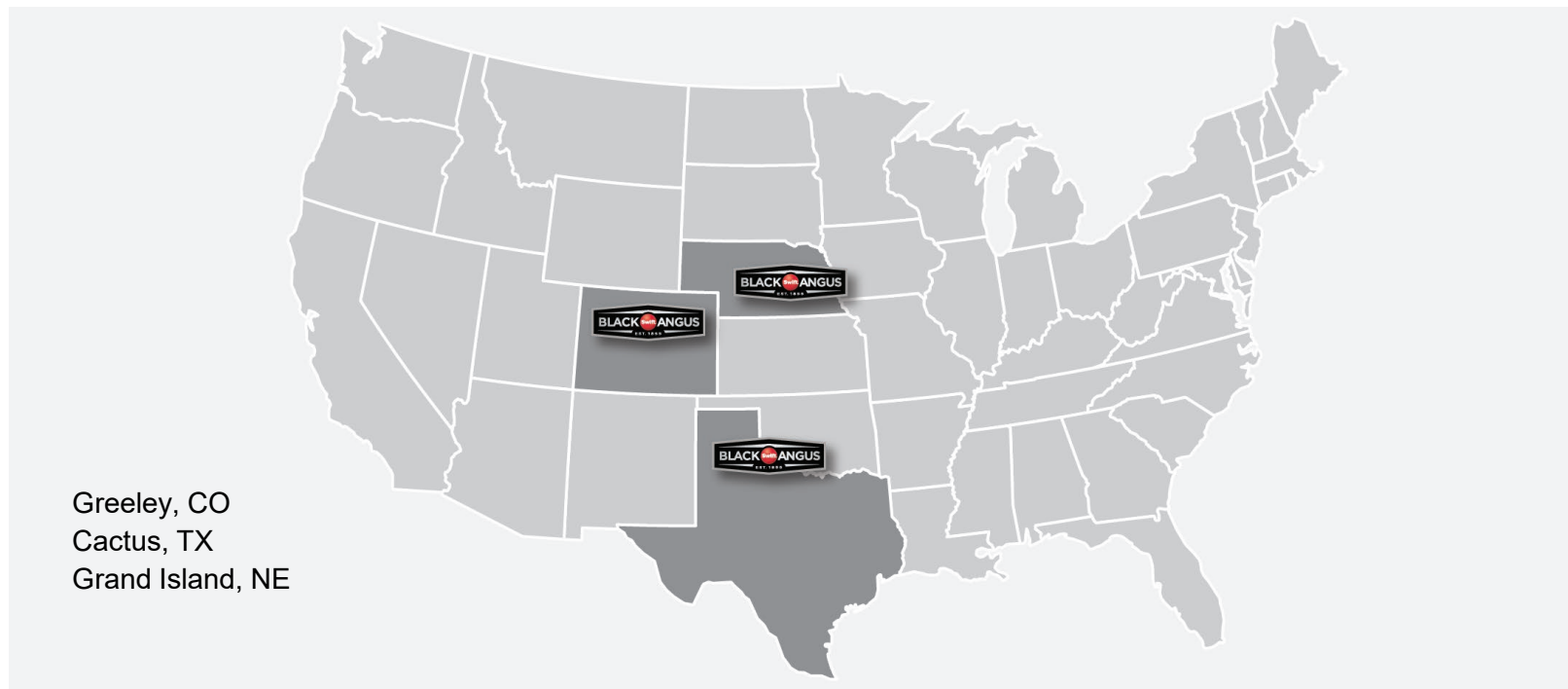
Each carcass is USDA-certified, hand-selected, and perfectly trimmed to meet the highest standards in the field.

Stringent Specifications

Black Angus alone is not enough. Each carcass has to meet six additional specifications to be called Swift Black Angus.



The Swift advantage:
Plants strategically located close to cattle and you





The whole package: Products that satisfy.
Support that sizzles.

Dedicated Service Team

Meet your team: Brand Manager, Program Manager, Account Manager, Logistics Specialist, Customer Service Representative, and Quality Assurance Representative. All working for you. All committed to your success.

Field Support

With our local representatives, we're there when you need us.

Marketing Support

Advertising support, point-of-sale materials, photography and more.

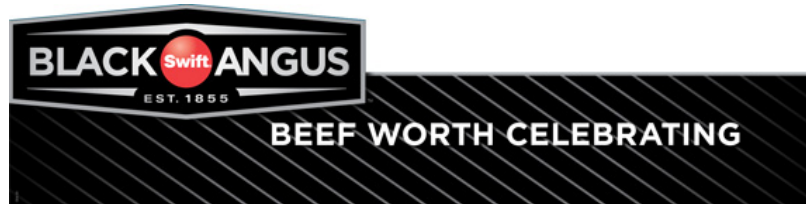
Everything you need to make consumers beat a path to your door, take home a great eating experience, and come back hungry for more.



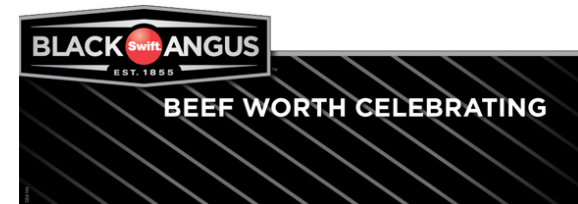
Point-of-Sale and Marketing Support



Labels



Large Case Divider



Small Case Divider



Caps



Rail Strips



Case Cling



Point-of-Sale and Marketing Support



Case Headers



Hanging Signs



Aisle Violators



Print Advertising Support



USDA CHOICE



USDA CHOICE



USDA CHOICE



USDA SELECT



USDA SELECT



USDA SELECT





Dedicated Brand Photography





Nothing Satisfies like Swift Black Angus

- The quality Angus brand that beef lovers crave
- The brand that increases your **sales**, improves **consumer satisfaction** and **sets you apart** from competitors
- The brand that promises to **feed your success** – nothing tastes better than that

Thank You



Please contact your JBS Sales Representative at
1.800.727.BEEF to learn more about Swift Black Angus





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