

•QUALITY ASSURED•

•IRISH•



Premium Irish Grassland Beef

- ✓ *Patented process for increased tenderness*
- ✓ *Matured for increased flavour*
- ✓ *Award winning*



grasslandbeef™
healthy · sustainable · Irish beef



Explore the taste of Irish Hereford Prime Beef



Ireland

Part of ABP Food Group

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Premium Irish Grassland Beef

Winner of the prestigious Food Writer's Guild Award 2008

ABP - Winners of the prestigious Great Taste Award 2009

Winners of the "Best steak Award 2009" from German magazine BEEF! - ABP's Hereford Prime Rib-eye beat off competition favourites New Zealand Wagyu, French Charolais and Argentine Angus to take top spot!

Irish Hereford Prime: From small beginnings...

Irish Hereford Prime was established in 1997 by Hereford breeders and beef producers in order to market their beef. With the support of the Irish Hereford Society, a dedicated Hereford producer scheme was put in place. This group has grown steadily to over 1000 members throughout Ireland helping to ensure a continuous supply of suitable cattle.

Hereford beef is defined by its finely grained marbling and characteristic taste and tenderness. Its consistency has also made it a favorite among retailers and Chefs alike.

A partnership Approach...

Irish Hereford Prime teamed up with ABP to form a dedicated supply chain, working together to deliver beef of superior eating quality under the Irish Hereford Prime brand. In response to the growing demand the processing of Hereford Prime has been extended from ABP's plant in Nenagh to other ABP facilities throughout Ireland. The ABP group is pro-active in pursuing new opportunities and markets for Hereford Prime throughout Europe. This integrated co-operation has enabled Hereford Prime to become a unique brand, and a major success.

Quality Hereford beef...

- Cattle must have a pedigree Hereford sire and must be classes HE or HEX on their animal passport.

Traceability...

- Computerised trace-back system to the farm of origin

ABP the home of Hereford Prime...

ABP provide a dedicated team to ensure that every aspect of your Hereford Prime experience runs smoothly and you get the great taste of Hereford Prime beef on time, every time. Our procurement team work hand in hand with Irish Hereford Prime to ensure there is always a ready supply of top quality product available to our clients throughout Europe; inside our ABP plants we have a patented traditional hanging process which adds yet more flavour and succulence to all Hereford products. Finally, on time delivery and the highest service standards from our sales teams will ensure that you will soon become a loyal patron of award winning Hereford Prime from ABP.

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www.abpfoodgroup.com