



**PLATINUM
PRIME**



Premium Irish Grassland Beef

Platinum Pastures

“By virtue of its climate Irish farmers have a natural advantage in the production of tender, succulent beef that is more compatible with current medical advice on diet composition. Current research shows that Irish beef contains higher concentrations of CLA, Vitamin E & Omega 3 fatty acids helping to prevent against cancer, obesity & heart disease”

source - (<http://www.irishscientist.com/p61.htm>)

Platinum Prime is farmed specifically with this in mind, our expert farmers are specialised in the ultimate approach to animal husbandry and beef production using a predominantly natural grass based diet system. This allows them to produce beef which is not only healthy and good for you but it tastes great and flows with authentic traditional flavours.

Platinum Pastures are closely monitored by procurement specialists who are strategically positioned throughout Ireland in the heart of cattle country. Our team can offer bespoke procurement solutions covering breeds, weights and age all customised to your needs. Working with our expert producers we can optimise all aspects of Platinum Prime, ensuring quality and consistency of supply year round.

All Platinum Prime farms are quality assured in accordance with Bord Bia and the highest EU standards to guarantee peace of mind.

Platinum Processing

With over 52 years experience, multiple production facilities and a dedicated team of expert craft butchers we can offer a bespoke production solution to satisfy any palette.

Platinum Prime offers the ultimate mix of traditional butchery methods fused with Europe's most modern technology. With production sites strategically located throughout Ireland Platinum Prime can be procured, processed and matured using proven methods of ultimate beef production.

Our processing facilities offer bespoke chilling solutions such as traditional hanging for anything from a day to 72 hours, production is fast and efficient ensuring the product is cut and packed in an effective and hygienic manner.

After packing we can custom chill the product to ensure maximum shelf life whilst maintaining tenderness and flavour. We can also offer the first guaranteed tender frozen beef range.

When it comes to processing, whatever your requirement, we've got it covered with Platinum Prime.

Custom Cuts – “Bespoke beef solutions”

Platinum Prime is unique in that we can customise each cut for a client, based on their specific needs.

We can provide a bespoke solution starting with animal feeding and selection, we can use traditional methods matched with modern machinery to cover any and all production specifications and finally we can design a bespoke cutting plan to offer each client Custom Cuts.

Options... Clients can a customised a spec under the following headings...

- Animal husbandry
- Age at slaughter
- Breed / sex
- Carcass weight
- High / low voltage stimulation
- Hanging - Traditional / modern / 24hrs / 36hrs / 48hrs / 72hrs
- Chilling – Fast / slow / hot / cold
- Cutting – Primal weight / fat cover / trim levels
- Tenderisation – Natural / mechanical
- Packing – Pack size / case fill / pallet build
- Maturation – Wet ageing
- Delivery days – Lead time from slaughter to delivery



Ireland

Part of ABP Food Group

www.abpfoodgroup.com


PLATINUM
PRIME

Premium Irish Grassland Beef

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



grasslandbeef™
healthy . sustainable . Irish beef



Platinum Prime, create your Bespoke Beef Solution



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