



# AZUL NATURAL BEEF S.A.

**DEVESA**

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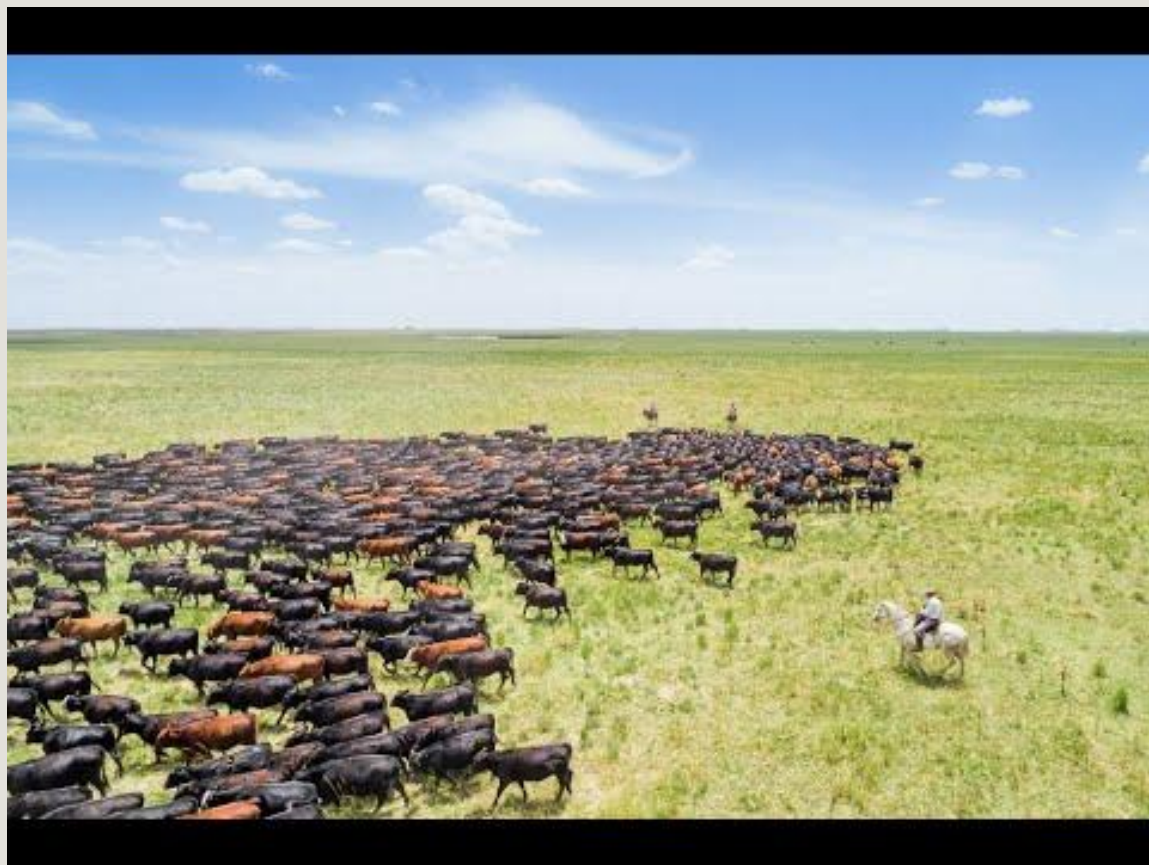




01

# GENERAL INFORMATION

Azul Natural Beef,  
Devesa





# AZUL NATURAL BEEF ≠ DEVESA



- Our company was founded through the partnership of two families with a trajectory in the meat and cattle-raising industry surpassing one century of presence both in Europe and Argentina
- 70% of the cattle is our own:
  - Our pastures, our grains, our feedlots, our cattle
- Workforce is over 1,000 people
- Azul Natural Beef ≠ Devesa
  - Devesa is the most famous premium brand of Azul Natural Beef
  - Other brands: ANB, La Candelaria



# OUR CLIENTS



Over 120 countries  
worldwide



Azul Natural Beef

# CERTIFICATIONS AND AWARDS



## Angus Certified

Is produced under the strictest international certification regulations, guaranteeing the legitimacy of the product.



## World Steak Challenge

**2022:** Awarded for our Ribeye, Striploin, Fillet, Sirloin  
**2020:** Gold Metal for our Ribeye (grass and grain)  
**2019:** Silver Metal for our Ribeye



## Other Certifications

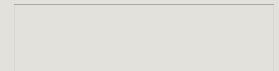
BRC: Food Safety Certification  
Animal Welfare  
Kosher & Halal

# FACTORY PLANT

- Meat Harvesting Methods:
  - State of the art technology
  - **Traceability system**
    - = electronic identification of the cattle in each stage of the production process
    - Absolute control of the products, from farm to table
    - In case of product recall, we can instantly find the exact animal, herd, and farm the product is from based on its serial number
- Highest levels of cleanliness, sanitation, and hygiene with standardised operational procedures during the whole production process



- Excellent living and waiting conditions for the cattle to keep them calm and not stressed
  - Ex. Matte green-colored floor



# ANIMAL WELFARE



- We dedicate ourselves to the humane treatment of our cattle across the supply chain, ensuring animal welfare constitutes a core responsibility for all involved in animal handling
- We guarantee the animals respectable conditions based on the **five freedoms** of the “Farm Animal Welfare Council” of England 2016
  1. Animals shall not suffer hunger or thirst
  2. They shall freely express their natural behaviour
  3. They shall rest appropriately
  4. They shall not feel fear or distress
  5. They shall not undergo pain, injuries, or illnesses
- Azul Natural Beef is committed to exceeding industry standards and we strive to continuously improve animal welfare within our business
- Animal Welfare has a positive correlation with the quality of meat produced
  - Ex. the less the stress imposed, the softer the texture



02

# DIFFERENCES BETWEEN CUTS



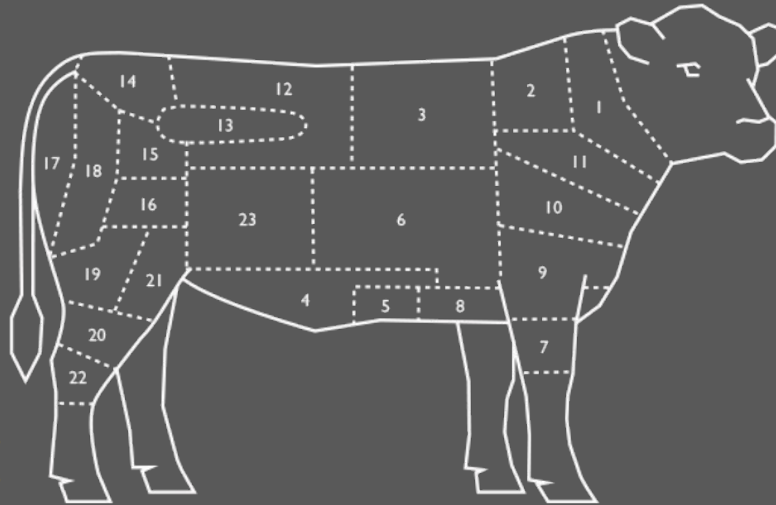
# CATALOGUE OF CUTS



## **Forequarter:**

1. Neck
2. Chuck roll
3. Ribeye
4. Rose Meat
5. Navel
6. Rib Plate
7. Shin
8. Brisket
9. Bolar blade
10. Oyster blade
11. Chuck tender

Blade  
Shoulder



## **Hindquarter:**

12. Striploin
13. Tenderloin
14. Cap of rump (picanha)
15. Heart of rump
16. Tail of rump (tri tip)
17. Eyeround
18. Flat silverside
19. Topside
20. Heel muscle
21. Knuckle
22. Shank
23. Flank

Rump

# PRIME CUTS



## RIBEYE

- More intramuscular fat / marbling
- Different texture and flavour
  - Softer and juicier
- The intramuscular fat and the surrounding fat allows the Ribeye to remain juicy and flavourful even if overcooked
- Also known as “entrecôte” or “cube roll”



# STRIPLOIN



- Has a thick band of fat running down on one side which gives it a flavourful and robust taste
- It has intramuscular fat (marbling) but it is differently distributed compared to the Ribeye



# TENDERLOIN



- It is one of the tenderest cuts
- The meat is lean, with little fat and a soft texture and flavour
- Its cooking is very quick and can be prone to drying out, so it should be cooked over high heat to achieve a crust on the outside and a juicy consistency on the inside



# FLANK

- **Flap Meat**

- Can be cooked in the oven but it is ideally cooked on the grill which allows it to be crunchy on the outside and juicy on the inside



- **Flank Steak**

- It is created when separated from the two oblique abdominal muscles
- Very fibrous, with little fat, and a lot of flavour and juiciness
- Ideally cooked on the grill, bbq, or griddle





# OYSTER BLADE



- Is derived from the shoulder blade
- Very tender cut
- Ideal for slow cooking
- Also known as “flat iron” when cut differently
  - Can be also used to make fajitas and tagliata





# RUMP



## Cap of rump (picanha)



Has a thick layer of fat which provides a rich and generous depth of flavour while keeping the cut juicy while cooked

## Heart of rump



Very tasty and tender, with low fat level

## Tail of rump (tri tip)



Has a lot of fat and marbling

# HINDQUARTER CUTS

Bolar Blade



Oyster Blade

Also known as  
flat iron if  
divided in the  
middle

Chuck Roll



Also ideal for  
Premium Burgers

Chuck Tender



Brisket

Also ideal for  
minced  
meat or  
Burgers

# FOREQUARTER CUTS

Eyeround



Heel Muscle



Knuckle



Topside



Flat Silverside

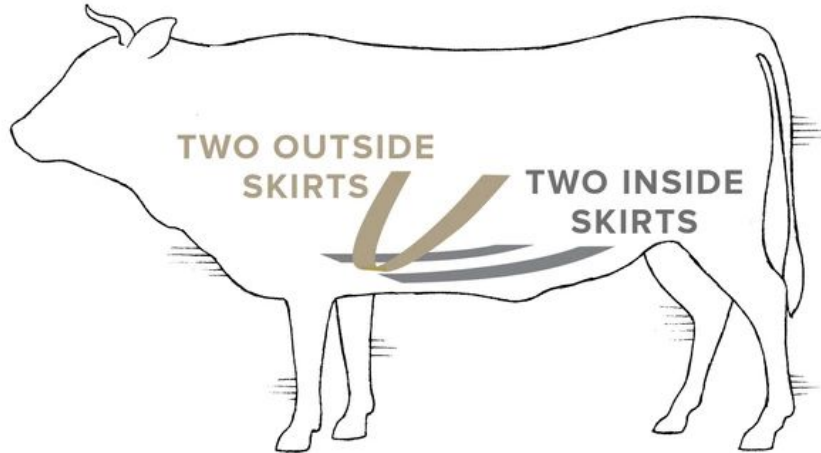


# OUTSIDE & INSIDE SKIRTS

- Thin skirt = inside skirt = outside skirt
- Inside skirt and outside skirt are different
  - Inside is smaller
  - Outside is bigger
- Thick skirt = hanging tender



**ONLY FOUR PER ANIMAL**



Hanging Tender



Inside Skirt



Outside Skirt





03

# GRAIN FED VS. GRASS FED

# GRAIN FED VS. GRASS FED

- **Grain Fed:**

- The animals grow on the plains and eat pasture until they reach 350 kg in weight
  - In their first 6 months, they stay with their mother (drinking milk)
- In the last 90 days, they are transported into the feedlots where they're given a more nutritious, high-energy, and full meal with grains
- Thus, they spend 70% of their lives in the plains eating pasture

- **Corn Fed:**

- Like grain fed but fed with corn



- **Flavour difference:**

- More juicy and tender, with more intramuscular fat and marbling





# GRAIN FED VS. GRASS FED



- **Grass Fed:**
  - Cattle roams freely in grasslands and their natural habitat while having a purely grass-based diet
  - Cattle is fed in pastures for a longer period of time
  - The grasslands in which they roam are all ours
- **Flavour difference:**
  - Very rich in flavour with less intramuscular fat and thus less calories



# Striploin



Grass-Fed



Grain-Fed

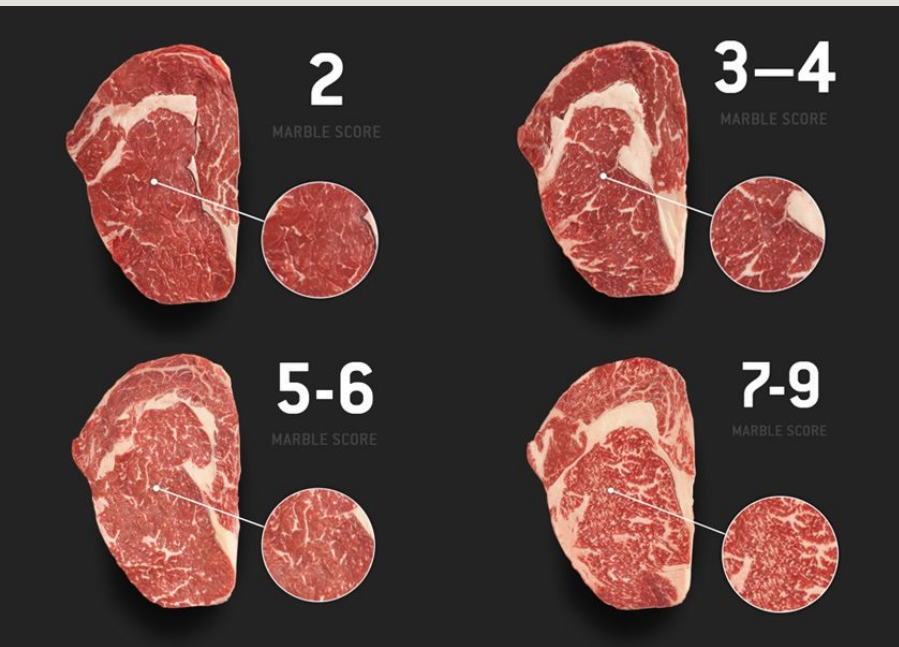
# T-Bone Steak



Grass-Fed



Grain-Fed

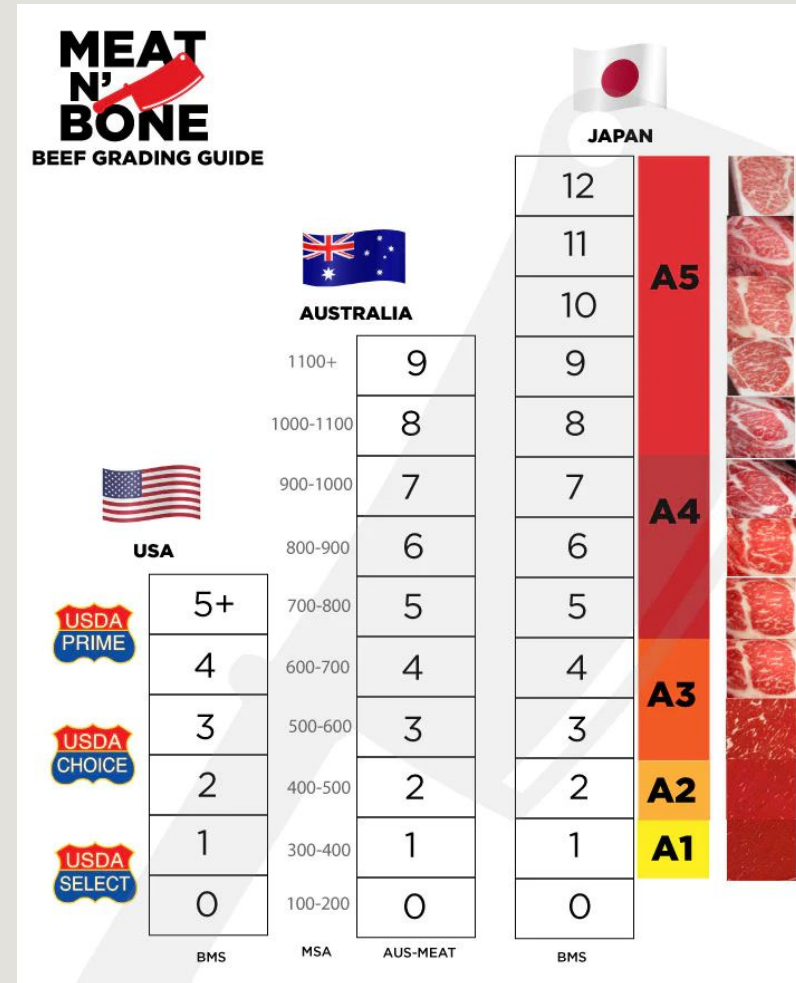


04

# MARBLING SCORE

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- Marbling score (MS): denotes the degree of visible intramuscular fat found within the meat, which appears in fine, white streaks on the red muscle
- The meat becomes more tender and juicy
- There's a 98% correlation between tenderness and marbling
- Systematic measurement and calculation of our marbling score
  - From 0 to 4
  - A grass-fed product has a MS of 0 and 1
  - A grain-fed product has higher MS







05

AGEING



# AGEING



- Chilled Product:
  - Our products is aged for a minimum of 3 weeks
  - “Wet Ageing”
    - Ageing process done by placing beef in a plastic bag under vacuum
- Frozen Product:
  - Ageing done in a vacuum-sealed bag for 16 days before freezing
  - Through this process, the beef becomes more tender
  - Process can be adjusted to certain prime cuts such as striploin, ribeye, tri tip, picanha, and fillet





06

# USA vs. ARGENTINA



# USA vs. ARGENTINA



- The comparison depends on which market we are referring to
  - I.e. Guaranteed hormone-free product in China in comparison to meat from the US that has hormones
  - However, Europe doesn't allow products with hormones regardless
- Similar to USA meat:
  - 90% of cattle is raised in natural pasturelands with well-balanced climate
  - Fed all-natural feeds with grains and corn
  - Meat is juicy, tender, sweet, and flavourful
- Differences:
  - Richer flavour and more juicy, keeping its tenderness
  - Lighter for digestion due to natural way of raising



07

# AUSTRALIA vs. ARGENTINA

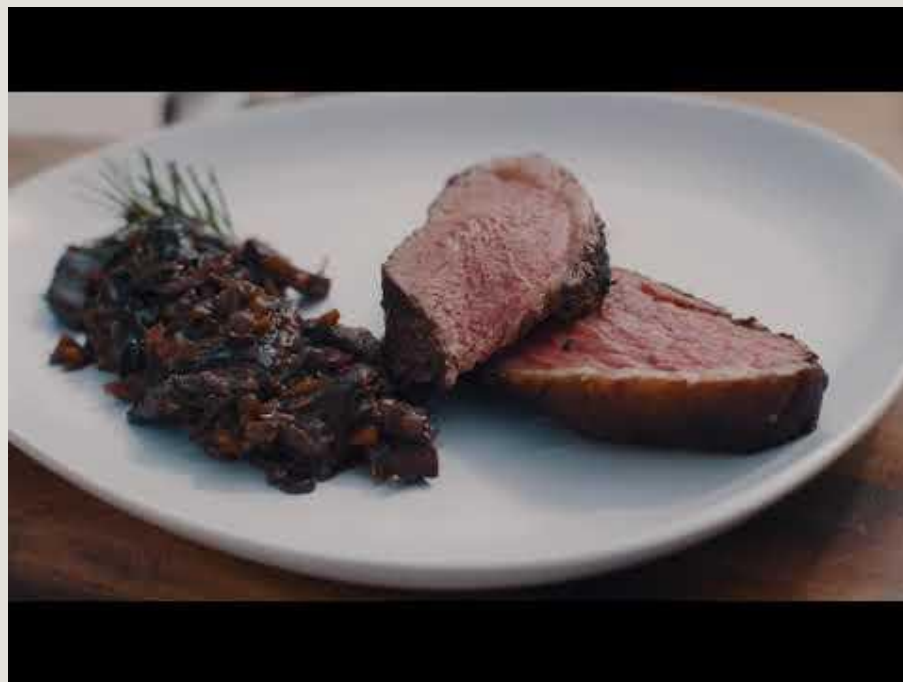
# AUSTRALIA vs. ARGENTINA



- Comparable to Australian meat:
  - Cattle is corn-fed
    - = more sweet, flavourful, and tender
  - Cattle has a similar method of raising
  - Systematic measurement and calculation of marbling score like Australian meat



# RECIPE VIDEOS





# VIDEO SHOWING DIFFERENCE BETWEEN RIBEYE AND STRIPLOIN





Thank you!

Committed to excellence

Azul Natural Beef