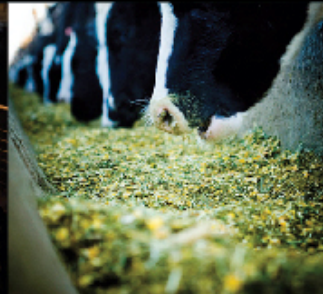




BRANDT BEEF

THE TRUE NATURAL

SUSTAINABLE • RESPONSIBLE • CORN FED • SOURCE VERIFIED • NO ADDED HORMONES • FAMILY PASSION



KNOW THE DIFFERENCE, TASTE THE DIFFERENCE



Brandt Beef – The True Natural, is a family owned, premium natural beef producer that is dedicated to sustainable practices and serves the upscale restaurant and retail markets.



FAMILY PASSION

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FAMILY HISTORY

The Brandt family has been in the livestock and farming business since the early 1900s and started feeding cattle commercially in 1945.

With the onset of customer concerns regarding hormones and antibiotics in the early 1990s, the Brandt family made a decision to go against the industry standard and raise their animals naturally.

Today, Brandt Beef is proud to be corn feeding its animals for more than 365 days without the use of antibiotics or hormones.





THE BRANDT FAMILY

The Brandt family is passionate about producing the...

- Most consistent
- Highest quality
- 100 % source verified

... natural beef on the market!





THE BRANDT FAMILY CATTLE OPERATION

The Brandt family allows their animals to grow naturally. They feed their animals a vegetarian, corn-based diet for more than 365 days without the use of antibiotics or hormones.



William Brandt, owner and founder of Brandt Cattle Company and a pioneer in the natural beef industry, manages the cattle operation in Brawley, California.



THE BRANDT FAMILY FARMING OPERATION

Mark Brandt heads up Brandt Beef's farming operation in Brawley, California.

Along with corn, the feed for Brandt Beef's animals includes a mixture of alfalfa grass which is grown naturally on the Brandt family's vertically-integrated farm.

The on-site sustainable composting operation has reduced and nearly eliminated the use of synthetic fertilizers and pesticides. This operation is managed by Ryan Brandt.





THE BRANDT FAMILY PROCESSING OPERATION

Brandt Beef uses the most humane techniques of animal husbandry known today, exerting a high level of control over cattle selection and harvesting practices.

Eric Brandt, managing partner of Brandt Beef, takes a hands-on approach to the processing operation, inspecting each animal and hand-tagging the beef for specific customers.





A TRUE NATURAL OPERATION

FAMILY OWNED

FAMILY RAISED

FAMILY FED

FAMILY PROCESSED



The Brandt family is passionate about producing true natural beef. By exerting complete control over the process, Brandt Beef has created a true natural “farm to fork” operation.



THE BRANDT COMPANIES

BRANDT CATTLE COMPANY – Cattle production

- William Brandt – Founder and Owner
- Scotty Chapman – Feedlot Manager
- Ryan Brandt – Sustainable Composting Operation Manager

WILLIAM BRANDT RANCHES – Feed stock production

- Mark Brandt – Farming Operation Manager

BRANDT BEEF – Supply management/marketing

- Eric Brandt – Managing Partner



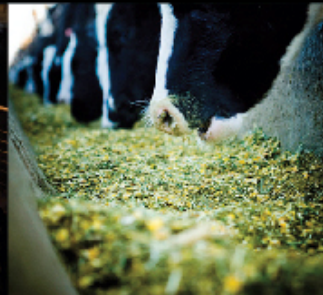
THE BRANDT BEEF TEAM

- Eric Brandt – Managing Partner
- Tom McAliney – Executive Chef/Customer Support/Sustainable Foods
- Fernando Rios – Production Manager
- Amy Brandt – Customer Service
- Rick Winslow – Sales
- Ed Olivas – Technical Support
- Bill Bush – Controller
- Cathy Shank – Culinary Assistance



GROWTH OF NATURAL FOODS

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THE MOVEMENT

Rapid growth of the “foodie” culture and increased concerns over food safety are two of the main reasons for consumers increased demand for natural foods. The movement has resulted in the following trends:

- Growth in farmers markets
- Community supported agriculture
- Restaurant menus featuring sourcing information
- “Locavore” being named as word of the year by The New Oxford American Dictionary





KNOW THE SOURCE

According to *PARADE* Magazine's recently released semi-annual survey, "What America Eats," the movement towards eating locally-grown foods is "one of the hottest culinary trends to come along in years."

The survey also found that:

- Americans want to know where their food comes from.
- Americans want to know how their food is grown or raised.





CHANGING VIEWPOINTS

The January 7, 2008 “Where to Eat 2008” issue of *New York Magazine* features restaurant critic Adam Platt’s top spots to eat in New York City.

Mr. Platt reports in his article that his “beef-obsessed friends tend to be focused less on the restaurants in which their favorite sirloin is served than on the idyllic boutique farms on which the best beef cattle are raised.”





RESTAURANT TRENDS

Restaurant consultants Joseph Baum & Michael Whiteman Co. forecast 11 major dining trends that will impact how Americans will eat in 2008.

ROUNDING OUT THE LIST AT #11 – “ETHICAL EATING AND GETTING THE JUNK OUT OF FOOD”

Gourmet restaurants will raise the profile on buying locally-produced products, the humane slaughter of cattle, sourcing fair trade coffee and chocolate, serving whole grains and reducing their energy footprints.



CONSUMER DEMAND

Retail sales of natural foods are the fastest-growing segment of the grocery industry.



Sales of natural foods account for 10 percent of total sales.

Health food markets are increasing in popularity as consumers become more interested in pesticide-free and environmentally friendly foods.



ORGANIZATIONAL SUPPORT

Brandt Beef belongs to several organizations that actively support natural and sustainable foods.

These organizations value family farms and artisanal food producers. They are committed to enhancing people's passion for the foods they consume.



Slow Food® USA



Chefs Collaborative
Partners in Local, Artisanal, and Sustainable Cuisine



FARMERS' MARKETS

CONSUMERS' DEMAND FOR NATURAL FOODS HAS SPURRED THE GROWTH OF FARMERS' MARKETS NATIONWIDE.

Brandt Beef currently sells its product at several Certified Farmers' Markets in the San Diego area, including:

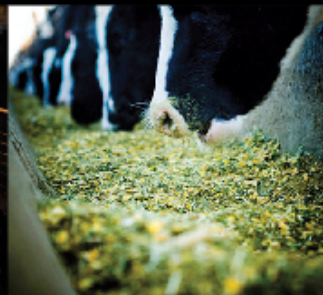
- Pacific Beach
- Coronado
- Horton Square
- Hillcrest





COMMITMENT TO SUSTAINABILITY

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ENVIRONMENTAL SUSTAINABILITY

BRANDT BEEF IS COMMITTED TO RESPONSIBLE PRACTICES THAT WILL PRESERVE THE ENVIRONMENT FOR FUTURE GENERATIONS.



In addition to raising their animals naturally, the Brandt family grows much of the animals' feed naturally on their vertically-integrated farm, which employs:

- Responsible irrigation
- Crop rotation practices
- Compost for fertilization



VERTICAL INTEGRATION

AS STEWARDS OF THE LAND, THE BRANDT FAMILY UTILIZES RESPONSIBLE PRACTICES IN THE TREATMENT OF THE EARTH AND THEIR ANIMALS.

- Brandt Beef employs crop rotation to maintain healthy soil for growing the animals' feed.
- Brandt Beef composts the animals' waste to enrich the land. Utilizing the compost has allowed the farming operation to reduce and nearly eliminate the use of synthetic fertilizers and pesticides. Local farmers even purchase the compost to use in their own farming.
- Brandt Beef uses flood irrigation to attract native birds which eliminate unwanted insects.





PARTNERING WITH NATURE

Brandt Beef currently has 15 “owl boxes” on site which are 80 percent occupied by the Imperial County’s burrowing owls.

The owl boxes are placed four feet underground. The owls, which are about 10 inches in length, occupy these boxes and are natural predators of field mice, insects and other pests.

The owls protect Brandt’s fields from pests, while the Brandt family provides a home to these owls which are on California’s watch list of endangered species.





A SUSTAINABLE FOOD SYSTEM

BRANDT BEEF EMBRACES A “TONGUE TO TAIL” PHILOSOPHY

By utilizing the entire animal instead of just the popular middle meats, such as filets and strips, the Brandt family is committed to practices that promote sustainability and support the preservation of natural resources.

“As part of our commitment to sustainability, we are actively working with chefs and consumers alike to educate them about our program which utilizes the whole animal and encouraging them to look beyond the basic cuts to the benefits of an environmentally sustainable menu.”

~ Eric Brandt



CREATING SUSTAINABLE MENUS

With steakhouses growing in popularity and in number, chefs are looking for new ways to entice customers to come back.

Adding sustainable cuts to a menu provides customers with options and makes a statement to customers that the institution is at the forefront of the sustainable food movement.

Since sustainable cuts are more perishable, chefs can feel comfortable using Brandt Beef's products which are source verified and naturally raised.

Taste of Brandt Beef *Chefs' Sustainable Tasting Menu*

Hand-Cut Steak Tartar
olive oil, shallots, truffle essence, wine biscuit

Asian Glazed Yakiniku
chili, sesame seeds, miso, wasabi

Red Wine Braised Lengua
pickled beet, arbol, watercress

You are now able to order Brandt Beef steaks online at www.brandtbeef.com
For a Sustainable in-home dining experience, please ask for details.



THE “FIFTH QUARTER”

Utilizing Brandt Beef’s sustainable cuts, often referred to as meats from the “fifth quarter,” offers chefs the opportunity to explore an entirely new range of flavors at a relatively inexpensive cost.

Customers can experience

NEW FLAVORS

Restaurants can increase their

PROFIT POTENTIAL





GIVING BACK

NOT ONLY IS BRANDT BEEF COMMITTED TO GIVING BACK TO THE ENVIRONMENT, BUT IT IS ALSO COMMITTED TO GIVING BACK TO THE COMMUNITY.

Brandt Beef co-sponsored a five-star, multi-course dinner to help raise funds for Brandon Rodgers, a culinary student and aspiring chef.

Brandt Beef donated all of the beef for the dinner, and Brandt's executive chef Tom McAliney donated his time to prepare a course of the meal.

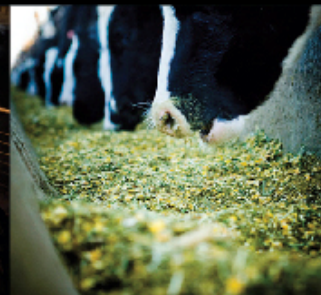
The event raised nearly \$10,000 to help Brandon with his tuition costs for the New England Culinary Institute.





MASTER CHEFS' SEAL OF EXCELLENCE

SUSTAINABLE • RESPONSIBLE • CORN FED • SOURCE VERIFIED • NO ADDED HORMONES • FAMILY PASSION





MASTER CHEFS' SEAL OF EXCELLENCE

Brandt Beef received the Master Chefs' Institute Seal of Excellence for its commitment to producing a high-quality culinary product. Brandt Beef is the only beef product to receive the Seal of Excellence.



- The Master Chefs' team put Brandt Beef through more than 120 tests, including blind testing versus three competitive brands.
- Extensive tests were conducted on 22 different cuts of Brandt's meat utilizing a variety of different preparation techniques and cooking methods.

BRANDT BEEF CONSISTENTLY OUTSCORED COMPETITIVE BRANDS, RATING HIGHEST IN THE CATEGORIES OF:

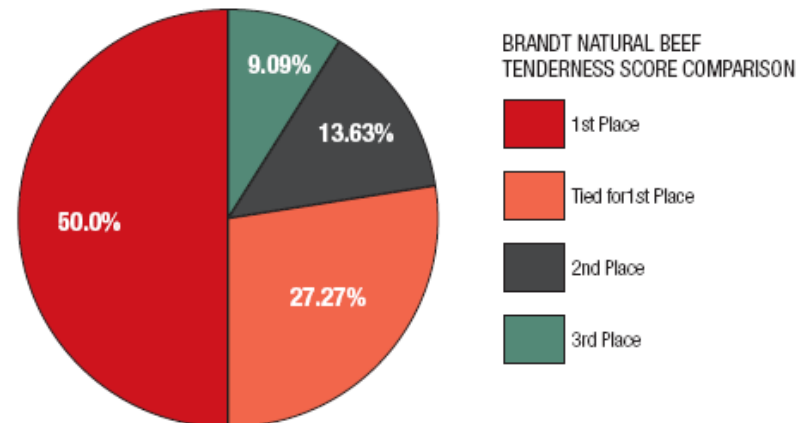
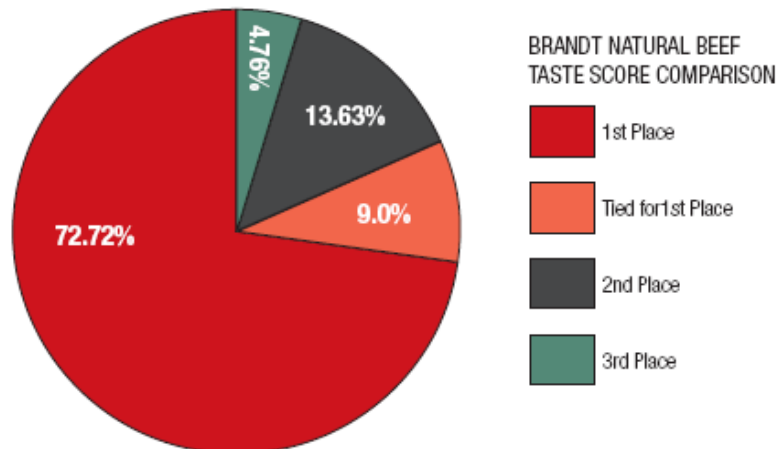
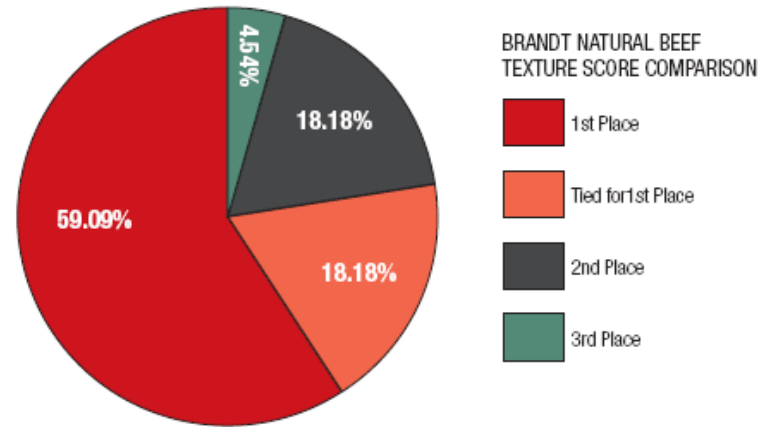
TASTE, TEXTURE AND TENDERNESS



TEST RESULTS: BRANDT BEEF RANKS #1

Testing focused on Brandt Beef's primary use as a center-of-the-plate item in an upscale foodservice establishment.

Brandt Beef consistently achieved first place rankings.





TASTE THE DIFFERENCE

“In the vast majority of tests Brandt Beef outperformed the competitive samples. Their line rated highest in the flavor, texture and tenderness categories which are crucial for chefs and end consumers alike.”

~ Ferdinand Metz, CMC
Master Chefs, LLC Managing Partner





COMPLETE SOURCE VERIFICATION

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SOURCE VERIFICATION

BRANDT BEEF UTILIZES A SOURCE VERIFICATION AND TOTAL ASSET VISIBILITY PROGRAM TO SOURCE VERIFY AND GUARANTEE THE SAFETY OF ITS 100 PERCENT NATURAL BEEF PRODUCTS.

This fully integrated system provides an audit trail of information by cataloging data at various points along the supply chain, including farm, ranch, processing plant, testing laboratory, transport vehicles, storage facilities, supermarkets and restaurants.





AHEAD OF THE PACK

BRANDT BEEF USES DATASTAR'S GLOBAL TRACK™ SYSTEM - THE ONLY FULLY INTEGRATED SOURCE VERIFICATION SYSTEM IN THE INDUSTRY.

The program employs several innovative technologies which deliver real-time information to assess contamination situations. These innovative technologies include:

- RFID technology, barcodes and optical scanning (radio frequency identification devices that use radio waves to automatically and uniquely identify physical items in varying proximity to machine “readers” at each level).
- Spatial technology (GPS/GIS technology for immediate location of products, and tracking wind patterns in the event of an air-borne pathogen).
- Satellite imagery (immediate geographic isolation and real-time pictures of problem areas).
- Barcodes on each bag allow individual cuts to be traced back to a specific animal.



WHY SOURCE VERIFY?

FOOD RECALLS, E. COLI OUTBREAKS, MAD COW DISEASE...

- Just a few of the reasons why Brandt Beef believes it is important to verify the safety of its products.

PROTECT CUSTOMERS

PROTECT BUSINESS

Brandt Beef's source verification system can minimize the social, economic and environmental costs associated with an outbreak for each organization across the supply chain. If contamination does occur, whether it is intentional or unintentional, the system can pinpoint where contaminants entered the supply chain and isolate the problem immediately.





CATERING TO CUSTOMERS

BRANDT BEEF UNDERSTANDS CUSTOMERS' CONCERNS REGARDING FOOD SAFETY, HEALTH AND PERFORMANCE.

The Brandt family takes pride in producing a product that is not only naturally raised, but also performs.

Time-tested practices and a commitment to excellence enable Brandt Beef to provide its customers with a superior natural beef product.





ACCOLADES

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TOP CHEFS USE BRANDT BEEF

The following list represents a segment of top chefs who embrace Brandt Beef and have included Brandt's natural products on their menus.

- Gordon Ramsay – The London, New York
- Tom Colicchio – Craftsteak, New York
- Gray Kunz – Café Gray, New York
- Michael Lomonaco – Porter House New York
- Mario Battali – Ben Benson's Steakhouse, New York
- Jay Murray – Grill 23, Boston
- Ed Leonard, CMC Team Captain Culinary Olympic Team – Westchester Country Club
- Joachim Buchner, CMC Member Culinary Olympic Team – Chevy Chase Country Club





MEDIA ACCOLADES

The following represents a snapshot of media outlets that have provided favorable reviews of Brandt Beef.

The New York Times



**NATION'S
Restaurant News**
www.nrn.com

MEAT MEATNEWS.COM
PROCESSING

SanDiegoReader

VOGUE

The Miami Herald

Napa Valley
Register

iSANTÉ

New York
Restaurant Insider

NCR
The National
Culinary Review

 **The San Diego
Union-Tribune.**





THE BEST BEEF-EATING EXPERIENCE

- Brandt Beef utilizes the right breed and gender of cattle. The Dutch Freisen steer fattens from the inside out, resulting in well-marbled, tender meat.
- Humane handling creates a stress-free animal, which produces tender meat that performs.
- Corn-fed animals produce more prime meat.
- Proper processing allows the meat to reach PH balance, allowing for an extended shelf life.
- Meat is aged for more than 45 days, although it is able to age out to 100 days safely.
- Brandt Beef consistently produces the best beef-eating experience available – and it just happens to be a natural product!



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