



KEPAK

more than meat

KEPAK AT A GLANCE



Family owned Irish company with 4,500 employees



Active in +43 countries



€1.75bn revenue



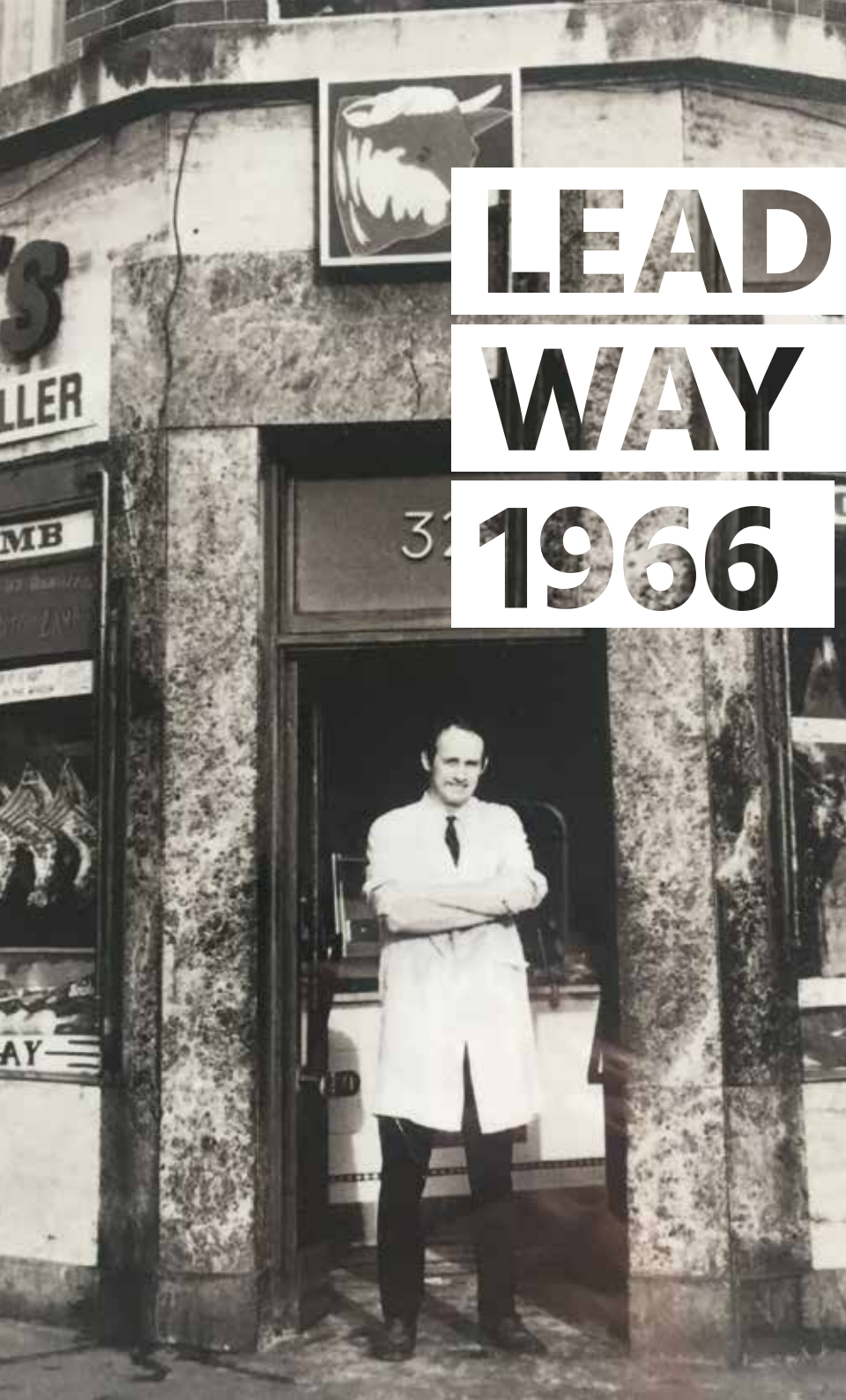
13 manufacturing sites (9 in IRL & 4 in UK)



Primary process beef, lamb and pork



Strong added value proposition and capabilities



LEADING THE WAY SINCE 1966

Kepak is a diverse and innovative meat company and we have learned our craft from the ground up. Our humble beginnings as a butcher's shop in Dublin's historic Liberties taught us that by working closely with our farmers we can deliver a better quality product to our customers. While we have long outgrown that original small shop, this understanding and the values it fostered, runs deep through our business to this day.

Passion for food and product craftsmanship are reflected in everything we do at Kepak. We provide quality-assured beef, lamb, and pork from Ireland and the UK.





Twenty20™
BEEF CLUB



FARMING TOGETHER FOR A SUSTAINABLE FUTURE



Kepak is the only global beef processor to have been appointed to the steering committee of the SAI global Regenerative Agriculture programme. We work collaboratively with over 21,000 quality-assured beef, lamb, and pork producers across Ireland and the UK to reduce environmental impact by focusing on:



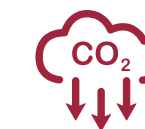
FOCUS ON
GENETICS FOR
EATING QUALITY



TECHNICAL
FARMER
SUPPORT



ENHANCED
TRACEABILITY &
EATING QUALITY



REDUCED
CARBON

AWARD WINNING MEAT

The superior quality of our meat is achieved through our farmers' dedication to the highest standards of animal husbandry coupled with our stringent manufacturing selection process.

Our selection process focuses on muscle pH, colour, marbling, firmness, texture and size ensuring you can be confident our meat has been produced to the highest quality standards with award winning taste.



LEADING THE WAY THROUGH INSIGHT DRIVEN INNOVATION



Understanding current and future consumer trends across the categories in which we play, is a key driver of everything we do at Kepak.

With a large scale presence through both Kepak branded and customer branded concepts across the retail, foodservice and food to go channels in multiple geographies, we have a unique 360 view into the evolving world of protein consumption, supported by continual investment in consumer insight.

This is at the heart of our long term track record of success, through award winning innovation.



100% FLAVOUR
0% BEEF



SLOW COOKED MEATS























For food lovers and those who don't want to settle for less, our mouth-watering range of slow-cooked meats delivers tasty, tender, and succulent products that are easy to prepare. Our expertise in butchery and slow cooking delivers high-quality meat and innovative added-value solutions to retail customers and foodservice operators via the sous vide cooking process.



BRAND PORTFOLIO WITH A BITE

Here at Kepak, consumer insight and innovation are at the heart of what we do. From our expertise in these areas, we have developed a portfolio of leading brands that are successful in the chilled convenience and frozen meat categories in markets across Europe.



CATEGORY LEADING BRAND

BETTER THAN YOU THINK

Since 1999, Rustlers has pioneered the development of the Micro Snacking Category delivering quality meals for accelerated times.

Since its launch, the brand has now expanded to cover a broader consumer audience across a broader set of occasions.

This has seen its range footprint grow from its original hero Burger lines to Hot Sandwiches, Pancakes and now its Meatless Maverick alternative protein range.

Driven by award winning advertising, award winning innovation and excellence in category management, Rustlers has a broad market footprint and is a Top 100 brand in the UK.

Find out more
www.rustersonline.com





FOODSERVICE FOOD TO GO

FULL FLAVOUR – LESS LABOUR

Our Big Al's range is the perfect addition for foodservice & food to go operators that need high quality, quick and hassle-free hot food solutions. Our range of fully cooked and frozen products deliver on consistency, quality, taste, and speed of service every time.

Deliver the best burger experience with our Big Al's Flame Gilled Burgers. Crafted with quality Irish and British beef and cooked over open flames on the largest BBQ in Europe gives them an unmatched authentic flame grilled BBQ flavour. Give your business every advantage with a stress-free burger solution. Reduce your preparation time, ensure safer and simpler back-of-house operations and deliver consistency in taste, appearance & flavour in every single burger with speed.

Find out more

www.kepakfoodservice.com



EXPERTS IN GLOBAL TRADING



AgraKepak is the international trading division of Kepak.

Our trusted service-orientated model and global logistics expertise reduce the risk of international buying & selling.

Find out more

www.agrakepak.com



50+ Years
Global Trading
& Logistics



Global Offices:
Ireland, UK, Europe,
USA, China



Quality Controlled
Beef, Pork, Lamb,
Fish & Poultry



Trusted
Partnership &
Service Approach

AGRAKEPAK
INTERNATIONAL

**WE ARE MORE
THAN TRADITION,
MORE THAN QUALITY,
MORE THAN MEAT**

WE ARE KEPAK

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