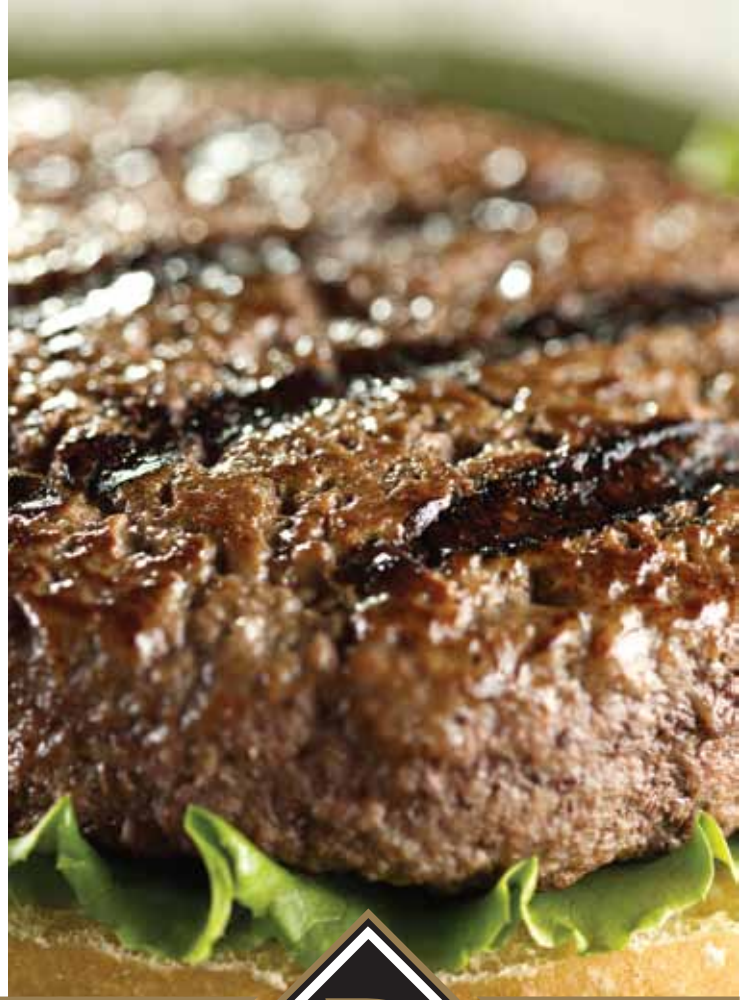




PREMIER PROTEINS

PREMIER AMERICAN
KOBE BEEF®

AN AMERICAN-STYLE
KOBE/WAGYU BEEF
BURGERS



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AMERICAN KOBE/WAGYU BEEF

Premier American Kobe/Wagyu Beef comes from Wagyu cattle that were brought from Japan and raised in the United States. Wagyu cattle are a Japanese breed of cattle (Wagyu actually means Japanese cattle) that have the ability to marble like no other breed on earth. *The fat from these cattle is truly (and physically) different than any other breed on earth. Premier American Kobe/Wagyu Beef offers an extraordinary buttery flavor that is actually "healthier" than regular beef fat ounce for ounce. The meat has a fine texture that is tender and is second to none.

All our beef products are 100% no added hormones or antibiotics. Our beef is an All Natural Beef (minimally processed, no artificial ingredients added). Our program's cattle are from a single rancher, are source and age verified.

Our cattle are fed traditional Japanese diets, over a long term, closely monitored feeding process in a single family farmed Iowa feed lot for consistent high quality American Kobe/Wagyu Beef. Careful breeding, traditional feeding methods, and state of the art packing methods ensure that our program's beef matches the best Japan has to offer. Traditional Japanese diets using Midwestern feedstuffs are meticulously fed to all our program's cattle for close to a year (More than 300% longer than commodity cattle). This factor, coupled with the inherent marbling characteristics of Wagyu cattle, enables our program to produce the same carcass attributes as the high quality Kobe beef in Japan.

Mr. Shogo Takeda of Hokkaido, Japan has over 40 years of Wagyu cattle breeding and feeding experience in Japan. Mr. Takeda raises Wagyu cattle for his own restaurant in Japan. Mr. Takeda oversees all aspects of our program's breed stock and fed cattle. He annually or bi-annually reviews and directs the breeding of our breed stock for the future success and continued quality of our program. Mr. Takeda also reviews the diet of the fed cattle for our program insuring that our program follows Japanese protocols to provide our customer with a truly ultimate dining experience in a beef of Japanese Kobe quality.

EXTRA ORDINARY BUTTERY FLAVOR

Premier Proteins offers the highest quality American Kobe/Wagyu Beef product in the country. Premier offers three grades of American Kobe/Wagyu beef. Premier follows and uses USDA grading to assure our customers that they are getting the quality that they are expecting and deserve.

AMERICAN KOBE/WAGYU BEEF HEALTH ASPECTS

American Kobe/Wagyu Beef is visually striking because of its wonderful marbling, which results in a never-before-experience succulence, sure to send your taste buds reeling. But, American Kobe/Wagyu Beef fat is monounsaturated, which has been proven to be better for your health, and melts at normal room temperatures. The rich quality of American Kobe/Wagyu Beef gives it that old-fashioned meaty taste when prepared for the table, while still being perfectly suitable as part of a well-balanced, low-cholesterol diet.

An important attribute about American Kobe/Wagyu Beef is the health aspect.

Today, fat has a bad reputation - consumers are obsessed with lean red meat. Yet, more and more positive messages are now emerging about the positive influences of fat on our overall health.

Our program's ground American Kobe/Wagyu Beef has been documented by Dr. Stephen Smith at Texas A&M to have a monounsaturated fat ratio that makes it totally suitable as a part of a cholesterol lowering diet. Our program's American Kobe/Wagyu Beef can actually lower harmful serum cholesterol.

PROCESSING AND FOOD SAFETY

Produced at a USDA Inspected plant. All product is born, raised, harvested, and processed in the USA.

We use the latest food safety and food production systems. All of our products are tested above and beyond USDA standards to help ensure the safest and finest burger possible.