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Friboi

*Simply Exceptional*

# Our history

The story started in 1953 in the interior of Brazil. ZeMineiro-who understood everything about cattle, dreamed of producing incomparable beef.

We managed to develop an expertise and a know-how that made the dream come true .

Thus“1953 Friboi” was born.



*Zé Mineiro, JBS Founder*

# 1953 PROTOCOLS OF EXCELLENCE

# PROTOCOL 1

## The Genetics Of Flavor and Softness

Our cattle have guarantee of origin based on the selection of European breeds, proven to excel in tenderness, marbling and quality.



**YOUNG CATTLE –  
up to 30 months**

**ANGUS,  
HEREFORD, DEVON, CHAROLAIS.**



**Grain Fed –  
min 120 days**

# PROTOCOL 2

Extremely careful production processes



Logistical proximity to the farmers, physical structure ideal for product segregation and high-tech production facilities.

## CRAFT PRODUCTION

Verified by a team of highly qualified technicians to meet all the strict 1953 Friboi program specifications, to ensure consistent characteristics and uniform portion sizes.



# PROTOCOL 3

Word-classbeefreadytoyourlocalflavor

Present in  
**+20 countries**

Mix that meets the specific needs of each channel: 1953 Friboi is present in the best butchers, haute cuisine channels, premium restaurants, best distributors and supermarkets.

# 1953 PROGRAM SPECIFICATIONS

BREED	European breeds
MATURITY	Young Cattle - Up to 30 months
FEEDING REGIME	Grain-fed • min 120 days
MARBLE SCORE	Predominantly Choice
FAT	Uniform Fat Coverage • Does not allow yellow fat
HORMONE-FREE	✓



Guarantee  
of origin



Superior Tenderness,  
Juiciness and Flavor



Selected and  
exclusive farms



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