



Cape Grim. Pure beef, made by nature.

Tasmania is world-renowned for its rugged wilderness, pristine beauty and landscape of vivid contrast.

Cape Grim in the far northwest corner, shaped by wild Southern Ocean swells, abundant rainfall and the cleanest air in the world is the perfect place to grow superior beef.

Our proud collective of beef farmers has a commitment to sustainable farming and ethical practices. They nurture the finest quality cattle, without harming the pristine environment.

Raised on rich pastures with nothing else added, Cape Grim Beef is hand-selected and rigorously graded, rewarding you with pure beef flavour – made by nature.

Crystal clear air isn't the only thing Cape Grim has going for it - rain quality hangs on air quality, so the rain is the world's purest too. Given that it rains in Cape Grim for 187 days a year on average, the pasture there makes for perfect grazing land.

So it's hardly surprising that the British breeds of Cape Grim Beef, lungs full of clean air and bellies busy digesting

the superior pastures on offer, have earned themselves a reputation for providing premium-grade beef, sought after by butchers and chefs who have built their careers on choosing the best produce and letting it speak for itself.

And as required by Tasmanian law, it is completely free of hormone growth promotants. It is also:

- Hormone free
- Antibiotic free
- GMO free
- British breed beef only
- Graded to four & five star MSA tenderness grades
- Naturally marbled for maximum juiciness and flavour
- Humanely & Sustainably grown

Product specification

- Cattle = 18-36 Month Old
- 100% HGP free
- CCS Weight 280-380kg

Distributed by:

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