

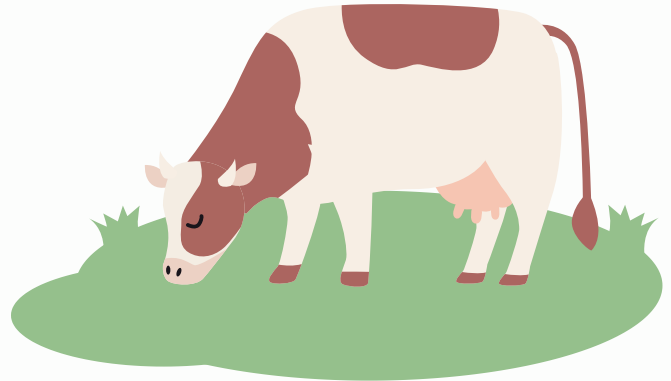


Grass-Fed Beef Protein Powder

What is PrimeBeef™?

PrimeBeef™ is a premium **pasture raised and grass-fed beef protein isolate** produced from hydrolyzed meat extract and collagen, yielding a highly concentrated protein with a **clean, neutral flavor** and **instant cold-water solubility**. Enzymatic hydrolysis creates small peptides for **easy digestion** and rapid uptake, while the collagen fraction contributes glycine and proline-rich support for connective tissue.

Designed for modern formulations, PrimeBeef™ offers **ultra-high protein** with **zero carbs, dairy-free** simplicity, and the label appeal of **grass-fed and pasture-raised sourcing**. It disperses smoothly in shakes, bars, and RTM concepts, giving brands a compelling, allergen-friendly alternative to conventional proteins without compromising taste or performance.



The Bovine Advantage

PrimeBeef™ stands apart from whey, plant, and collagen proteins by delivering **complete muscle-building amino acids** plus **collagen-type peptides** in one ingredient. It's dairy-free and highly digestible, unlike whey, and provides a far more complete amino profile than collagen or bone broth. With **zero carbs, >96% protein, and a clean-label grass-fed story**, PrimeBeef™ gives brands a way to offer the **quality of whey, the tolerance of plant, and the wellness of collagen, all in one protein**.

Why PrimeBeef™?

1 Standardized to >96% Protein

PrimeBeef™ delivers a **minimum of 96% protein**, one of the highest concentrations among all protein sources. This ultra-lean profile lets formulators **pack more protein into smaller servings**, cut unnecessary solids, and maximize space for flavors or functional actives, helping products hit label claims without compromising taste or texture.

2 Grass-Fed & Pasture Raised

Sustainably sourced from **grass-fed, pasture-raised cattle with no added hormones**, PrimeBeef™ aligns with the clean-label, origin-conscious values driving today's protein shoppers. This trusted sourcing builds confidence and strengthens on-pack storytelling for **premium-positioned** products.

3

Clean Taste & Instant Solubility

Finely spray-dried for **instant solubility in cold water** with a **neutral, non-beefy flavor**. PrimeBeef™ disperses smoothly without clumping or grittiness, reducing the need for masking systems and making it easy to build shakes, bars, or RTMs that taste as good as they perform.

4

Highly Bioavailable

Produced via **enzymatic hydrolysis** to break proteins into peptides for **fast digestion and easy uptake**. Ideal for sports and performance applications where speed matters, and for sensitive consumers who can't tolerate whey or dairy.

The Ideal Protein Source

PrimeBeef™ delivers the clean-label, high-performance protein today's shoppers demand.

Gut-Friendly & Bloat-Free

As a dairy-free, allergen-free protein, PrimeBeef™ avoids the lactose and whey fractions that often cause digestive discomfort. Its hydrolyzed peptides are easy to digest and fast-absorbing for a smooth post-consumption experience.

Solubility that Sets It Apart

PrimeBeef™ dissolves instantly in cold water with no clumping or grit, unlike typical beef proteins. This creates a clean, smooth shake and improved flavor release, elevating the consumer experience while simplifying formulation.

Dual-Action Nutrition

By combining muscle building amino acids with collagen-derived peptides, PrimeBeef™ offers a two-in-one benefit profile, supporting lean mass while also promoting joint, skin, and connective tissue health.

Special Diet Positioning

With >96% protein, zero carbs, and grass-fed sourcing, PrimeBeef™ makes it easy to position new products for paleo, keto, and carnivore consumers seeking clean, animal-based nutrition.

Specifications

Shelf Life: 5 Years

Dose: 10-30 Grams

Format: Bulk Powder

Solubility: Freely Soluble to Water

Appearance: Light Yellow Powder

Taste: Neutral

Claims:

- Non-GMO
- Grass Fed
- Pasture Raised
- Gluten Free
- Dairy Free
- Allergen Free

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