



Grass-Fed Beef Protein Isolate

What is PrimeBeef™?

PrimeBeef™ is a premium **pasture raised and grass-fed beef protein isolate**, delivering **97% protein** content with **instant solubility** and **smooth flavor performance**. Enzymatic hydrolysis creates small, **bioavailable peptides** for easy digestion and rapid uptake, ensuring a robust and naturally occurring amino acid profile that optimizes **muscle growth** and metabolic performance.

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

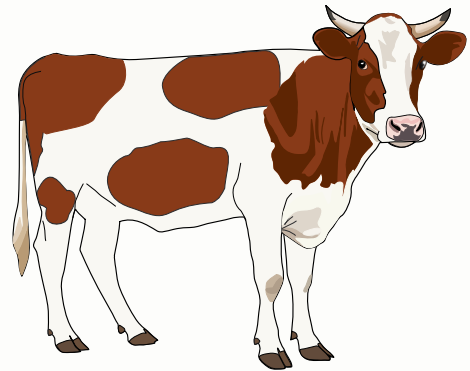
Why PrimeBeef™?

1 Ultra-High Protein

PrimeBeef™ delivers **97% 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 or antibiotics**, 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.



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, 97% 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.**

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 Allergen Friendly

Naturally **free from dairy, lactose, and common allergens**, PrimeBeef™ offers a clean protein solution for sensitive consumers. A perfect **alternative to whey**, it supports broad formulation flexibility while delivering high-quality nutrition without common allergen concerns.

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

Containing muscle building amino acids and collagen-like 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 97% 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	Solubility: Freely Soluble to Water
Dose: 10-30 Grams	Appearance: Light Yellow Powder
Format: Bulk Powder	Taste: Neutral

Claims:

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