



## ANGUS PURE JOINS ANGUS OFFERING

A pasture fed beef brand, Angus Pure, has joined the range of Angus products available to Australian consumers.

Angus Pure is from the same group that owns Australia's premier beef brand, Certified Australian Angus Beef (CAAB) that is also involved in verifying the nation's best selling burgers, McDonald's Mighty Angus and Grand Angus.

CAAB's CEO Phil Morley said ANGUS PURE – THE NATURAL CHOICE had been developed to deliver a pasture fed, high quality Angus beef product making it available to the widest possible market.

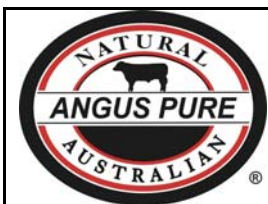
"We've listened to consumers on their requirement to purchase a pasture fed Angus branded product and they can now enjoy the world's most recognized beef brand, Angus, in the pasture fed, hormone free and antibiotic free Angus Pure.

"Angus Pure is natural Australian beef and like all CAAB product is fully traceable, MSA graded and aged to eating perfection specifications," he said.

The program is independently verified by CAAB Pty Ltd so only the highest quality Angus cattle that meet the rigid requirements of the brand enter the program and is yet another example of the Angus breed doing everything possible to satisfy consumer demands according to Mr. Morley.

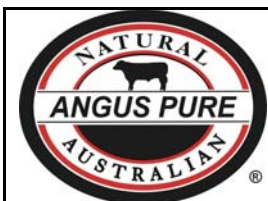
"CAAB, which has been on the market for 15 years, remains our flagship brand but for consumers preferring a pasture fed natural product, Angus Pure is ideal," he said.

Angus Pure is produced under a license agreement with leading processor T & R Pastoral at Murray Bridge, SA, and has licensed distributors in four states which are:



### **South Australia.**

T&R Pastoral, Lagoon Road, Murray Bridge, SA 5253  
Ph 08 8532 1955.



### **Queensland.**

Australian Wholesale Meats, 29 Devlan Street, Mansfield, QLD, 4122. Ph 07 3343 7399 – attention Scott Walters.  
Auswide Meat Wholesalers, 12-14 Junior Terrace, Northgate, QLD, 4013. Ph 07 3266 6733 – attention Rick Mulley.

**Victoria.**

Melrina Meat, 5-7 Leslie Road, Laverton North, Vic, 3026,  
03 9314 2177 – attention Ben Barwick.

**New South Wales.**

Melrina Meat, 22 George Young Street, Regents Park, NSW,  
2143. 02 9795 2400 – attention Brendan Stone.  
Australian Wholesale Meats, 213-217 Newton Road, Wetherill  
Park, NSW, 2164. 02 9725 2001 – attention Dave McNally.

For more Angus Pure information and interviews contact Phil Morley, CEO of Certified Australian Angus Beef on 0411 449 532 or [philmorley@caab.com.au](mailto:philmorley@caab.com.au)

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