





**OURS IS A STORY STEEPED IN
A RICH HERITAGE OF AGE-OLD
FARMING TRADITIONS, FINE
FOOD, VISIONARY LEADERSHIP
AND CHAMPION CATTLE RAISED
AMONGST PRISTINE PASTURES
IN THE HEARTLAND OF
SOUTH EASTERN AUSTRALIA**

PURE
AUSTRALIAN



WE PROMISE THAT EVERY CUT OF PROVIDORE GLOBAL BEEF PRESENTS THE FINEST FLAVOUR, TENDERNESS, MARBLING AND CONSISTENCY. WE CALL THIS OUR A+ GUARANTEE.

OF DIST



BEEF FUNCTION

A+ / GUARANTEED

To us it's simple. We know beef and since the early 1960s we have been breeding **superior quality, award-winning, free-range Australian beef** for the enjoyment of beef lovers across the globe.

Completely 100% hormone and chemical free, our prime beef cattle are specifically born, bred and pastured raised on native grasses at our pristine farms in South Eastern Australia then finished on natural grains to ensure the optimal tenderness, marbling, flavour, nutrition and quality that the Providore Global name has become renowned for.

BRINGING MORE

NUTRITION /
FOOD SAFETY

SUPERIOR QUALITY, TENDERNESS
FLAVOUR & NUTRITION
UNSURPASSED GLOBALLY
ACCREDITED VERTICALLY
INTEGRATED SUPPLY CHAIN
UNRIVALLED CROSS SECTOR
LOCALISED EXPERTISE & VISIONARY
LEADERSHIP COMMITMENT DRIVE
AND INTEGRITY

HEALTH /

FLAVOUR

QUALITY

TENDERNESS

NUTRITION

VALUE

RELIABILITY

INTEGRITY

EXPERTISE





A+

It all began in 2012 when internationally renowned restaurateur Wang Tse and visionary global entrepreneur Christian Gilmour joined forces with two cousins and 3rd generation Australian cattlemen, Sam McNiven and James Millner, to create Pure Australian Beef of Distinction for beef lovers across the globe.

A genuine love of beef and trust in one another lies at the heart of everything we do. Sam and Wang, long time school friends met over 20 years ago at Kinross Wolario School in South Eastern Australia. James is Sam's cousin and a seasoned cattlemen from "Rosedale" one of Australia's oldest award-winning Angus-Charolais studs, whilst Christian has been the personal business advisor to Wang's family companies since 2009.

With extensive cross-sector experience spanning Australian and international markets we combine our unprecedented on-the-ground localised expertise in breeding, rearing, processing, marketing, quality assurance, finance, management and logistics to deliver the finest, Australian free-range beef tailored specifically for local market trends and palates.

Customers throughout the world have come to trust in our unwavering commitment to always deliver a "cut above" in taste, tenderness, value and nutrition. They know that every cut of Providore Global beef will be A+ Quality. Guaranteed.

**WE NEVER PROFIT BY CUTTING CORNERS
AND ARE COMMITTED TO DELIVERING A
CONSISTENTLY SUPERIOR & AFFORDABLE
AUSTRALIAN BEEF EXPERIENCE**

FRESH PERSPECTIVE

Quality, food safety, flavour and nutrition is of utmost importance to us and from our farm to your table we personally oversee and control every aspect of our entire MSA accredited, quality assured supply chain guaranteeing a superior Australian beef experience.

At the end of the day we promise that every cut of our beef is just the way we like it — pure, tender and full of flavour.



QUALITY

ALWAYS A CUT ABOVE

CHAMPION HERITAGE

Since the early 1960s, our award-winning cattle have been specially cross-bred from the finest Angus-Charolais bloodlines to produce the finest Australian free-range beef. Completely 100% hormone and chemical free our cattle enjoy a vegan diet for their entire lifespan being raised free-range on native grasses and hand-blended grains at our pristine farms in South Eastern Australia which ensures the finest flavour, quality, nutrition, marbling and tenderness all year round.

FOOD SAFETY & NUTRITION

Food safety is of utmost importance to us. We personally oversee and closely control every aspect of our entire quality assured, MSA accredited, vertically integrated supply chain to provide our customers with **unparalleled peace of mind** when it comes to the product quality and integrity of our beef.

RESETTING THE BENCHMARK

Our "Happy Herd" Sustainability Policy exceeds the industry benchmark in quality assurance and animal welfare with our cattle remaining in a caring, stress free environment throughout their entire farm-to-table journey. This is paramount to ensuring the superior flavour, marbling and nutrition that our A+ Graded Australian beef is renowned for.

UNSURPASSED QUALITY

We are committed to excellence across our entire sustainable and traceable beef production systems. **Decades of careful genetic selection enables us to consistently produce the finest quality Australian beef** without compromising on the operational performance, quality and animal welfare that Providore Global is renowned for.

Complete traceability from birth to slaughter is crucial in ensuring the highest levels of food safety. All of our cattle are registered under Australia's National Livestock Identification System (NLIS) using the latest NLIS-accredited microchips that record the lifetime of the animal from farm to table. Our cattle are processed at Northern Co-Operative Meat Company's state-of-the-art abattoir (Est. 239), one of Australia's leading facilities with an Aus Meat A+ rating having been accredited by Meat Safety Quality Assurance (MSQA) and Hazard Analysis Critical Control Point (HACCP).



NOW SERVING PURE AUSSIE BEEF

As globally accredited primary producers, Providore Global beef upholds Meat & Livestock Australia stringent Quality Assurance Policy ensuring customers enjoy the finest quality pure Australian beef experience.

Meat & Livestock Australia's new "True Aussie Beef" and "MSA Graded" symbols are a marker of premium quality, pure Australian goodness with a focus on tenderness, juiciness and flavour.





INTRODUCING

A NEW LEVEL OF PERFECTION



SINCE THE EARLY 1960'S WE HAVE BEEN COMMITTED TO PRODUCING THE FINEST QUALITY, AWARD-WINNING AUSTRALIAN BEEF THAT SURPASSES EXPECTATION IN PURITY, NUTRITION, FLAVOUR AND TENDERNESS. TO US, IT'S ALL ABOUT DELIVERING ON OUR A+ GUARANTEE.

At Providore Global, we never cut corners when it comes to quality and our A+ Guarantee Symbol represents our unwavering commitment to ensure that every cut of Providore Global beef is just Pure Australian Beef of Distinction. A+ Grade. Guaranteed.

Building upon our collective experience as seasoned cattlemen, international restaurateurs and global entrepreneurs, we combine our personal passion for all things beef with stringent global quality assurance standards to set new standards in breeding, rearing, processing, marketing, quality assurance, finance, management and logistics.

To deliver a truly superior Australian beef experience we closely control and personally oversee every aspect of our entire MSA-accredited, quality assured, vertically integrated supply chain.

We breed and raise our own award-winning cattle on pristine pastures and hand selected natural grains; are present for every processing event at the local state-of-the-art abattoir; pack and grade our prime beef in Australia following strict international quality assurance guidelines and guarantee that every cut of our free-range beef is just the way we like it — pure, tender and full of flavour.

A+

OUR A+ PROCESS



1. BREEDING & GRAZING

Since the 1960s, our award-winning cattle have been specially cross-bred from the finest Angus-Charolais bloodlines to produce the finest Australian free-range beef.

Completely **100% hormone and chemical free** our cattle enjoy a vegan diet for their entire lifespan being raised free-range on native grasses and hand-blended grains at our pristine farms in South Eastern Australia which ensures the finest flavour, quality, marbling and tenderness all year round.



2. COMPLETE TRACEABILITY

We provide **100% guaranteed traceability** from our farm to your table. All our cattle are registered with the Australian Livestock Identification System (NLIS) and every Providore Global product is barcoded with an identification tag which provides **complete supply chain traceability** from your fridge, to the transport container, to the abattoir cool-room and right back to the cattle and breeding bloodline.



3. GLOBAL QUALITY-ASSURED ACCREDITATION

Every aspect of our vertically-integrated supply chain upholds the strictest food safety and **international quality standards** for breeding, animal welfare, processing, logistics and product quality. As global providers of premium quality beef **we personally oversee every facet of our supply chain** and are wholly certified by leading international industry regulators including Ausmeat, Meat Standards Australia (MSA), AQIS, HALAL and the Certification Accreditation Administration of the People's Republic of China.

GUARANTEED /



4. PRECISION PROCESSING & LOGISTICS

5. INTEGRATED MARKETING

6. EXPERIENCE: PURE AUSTRALIAN BEEF OF DISTINCTION

With extensive hands-on expertise in breeding, processing, finance, marketing and logistics management **we never cut corners or compromise on our quality commitment.** We personally oversee the processing of our cattle at our local AUS-Meat A+ accredited state-of-the-art abattoir which adheres to strict food service and global quality assurance protocols. As part of our Quality Commitment, we closely control every aspect of our entire supply chain and ensure that our accredited global alliance partners uphold our values for quality, excellence, integrity and animal welfare.

With offices in Australia and Hong Kong, Providore Global provides on-the-ground **localised expertise** across traditional wholesale, retail and online markets. Our Integrated Marketing Program builds upon our Australia Plus (A+) proposition and is set to position Providore Global and Rosedale Ruby as the most respected meat brand for Pure Australian Beef of Distinction.

From start to finish we have the expertise, capability and unwavering committed to guarantee that every cut of Providore Global A+ Grade, free-range beef offers the finest flavour, tenderness, marbling, purity, value and nutrition.

PRECISION

DISTINCTION

Providore Global's signature Rosedale Ruby brand sets the benchmark for beef lovers looking for the finest quality, yet affordable **pure Australian free-range beef**.

Every cut of Rosedale Ruby A+ premium grade free-range beef comes from our herd of young, award-winning, prime Angus-Charolais cattle that are less than 36 months of age. Completely 100% hormone and chemical free, the cattle are raised on pristine pastures at our farms in South Eastern Australia and then finished for approximately 110 days using our proprietary blend of natural grains to ensure the finest flavour, tenderness, marbling and nutrition.

The brand itself draws upon our rich history and the exceptional qualities of "Ruby" who was a Grand Champion cow from our stud farm "Rosedale" which is located in Australia's lush, green food bowl over the Great Dividing Range, just four hours west of Sydney, Australia.

As beef connoisseurs ourselves, we guarantee that every cut of Rosedale Ruby free-range beef is pure Australian Beef of Distinction. Perfectly tender and full of nutritious flavour.



ROSEDALE RUBY

RAISED ON THE PRISTINE PASTURES
ACROSS OUR FARMLAND AND GRAIN
FINISHED FOR APPROXIMATELY 110
DAYS, **ROSEDALE RUBY** IS QUICKLY
BECOMING THE MOST RESPECTED
AND TRUSTED BRAND FOR **PURE**
AUSTRALIAN BEEF OF DISTINCTION

PURE
AUSTRALIAN



ROSEDALE — RUBY —

PURE AUSTRALIAN BEEF



Deliciously healthy.
Perfectly Tender.
Pure Goodness.
GUARANTEED.



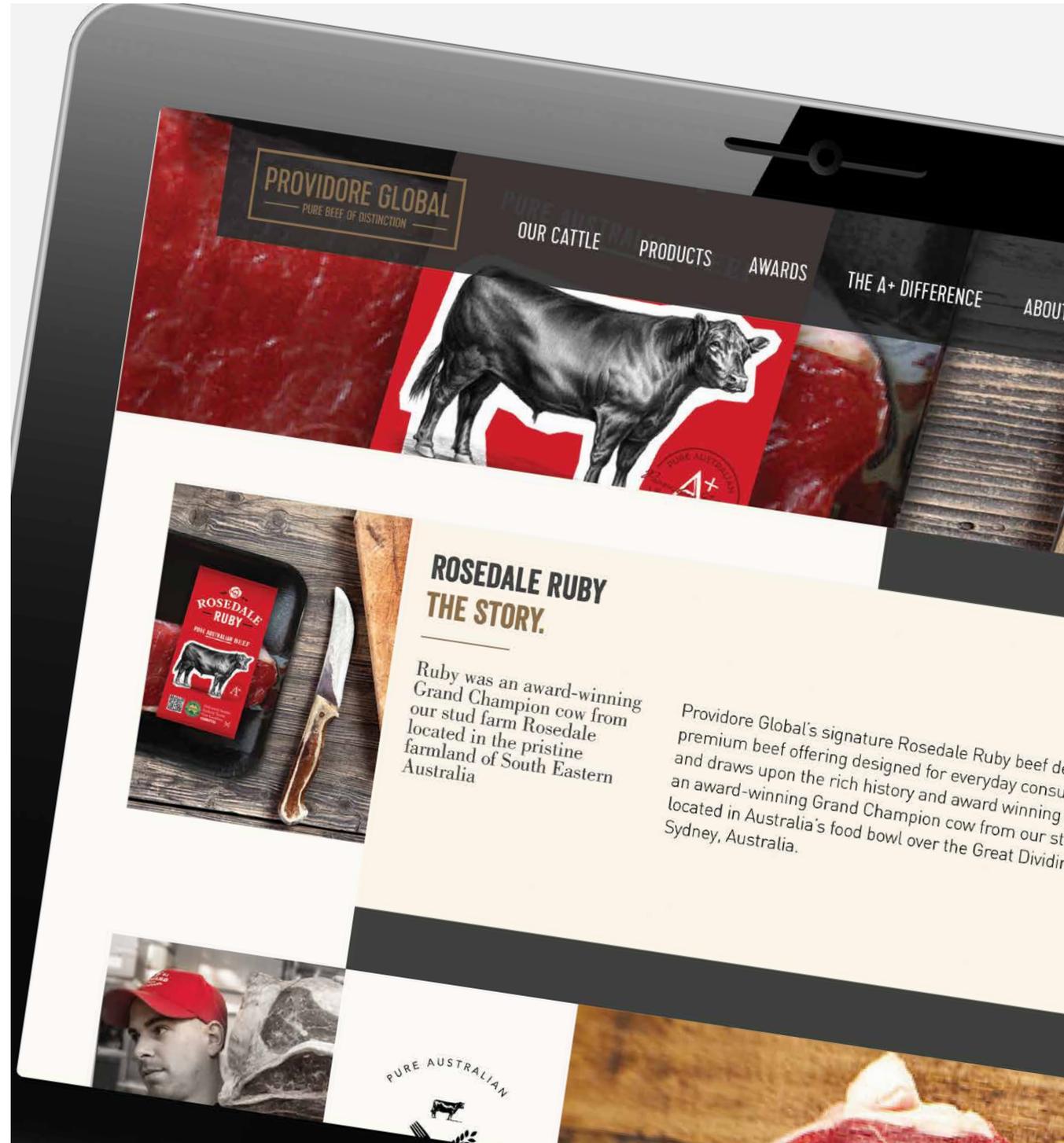
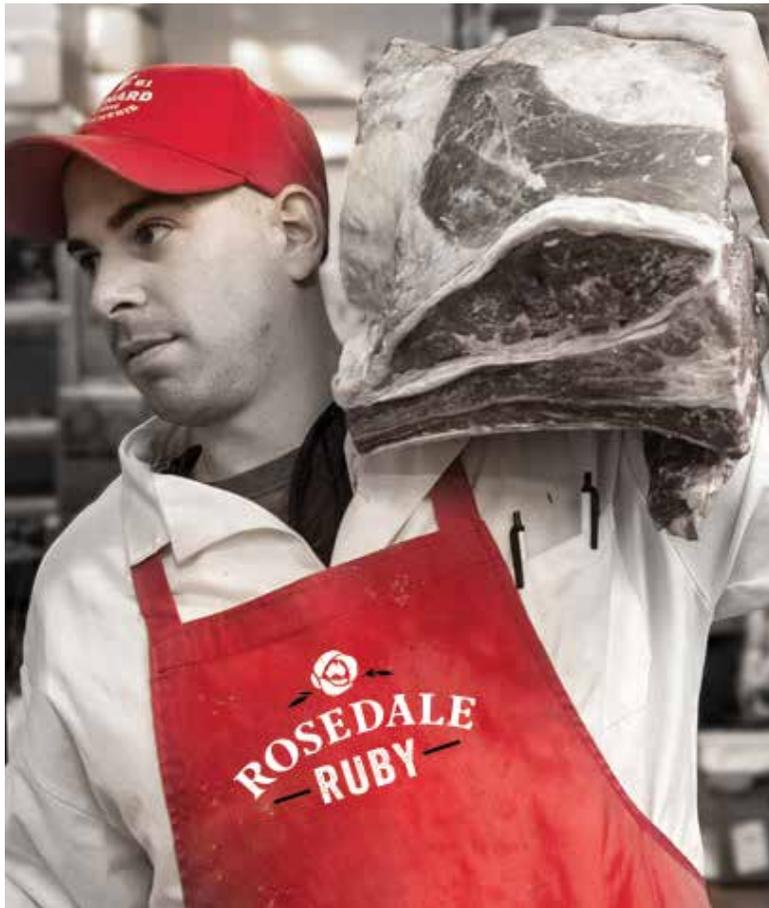


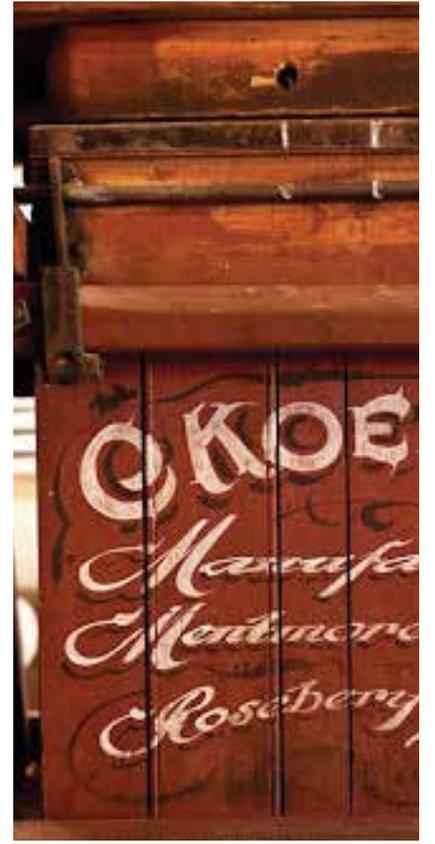
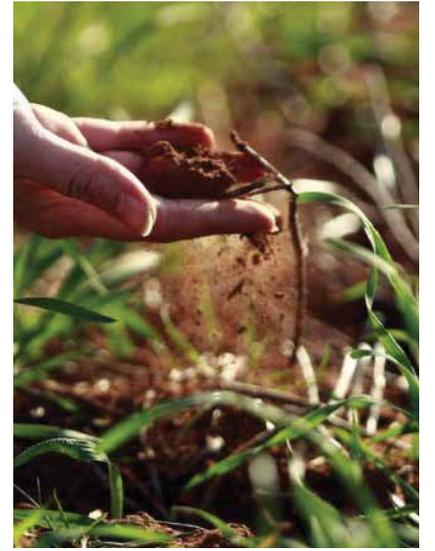
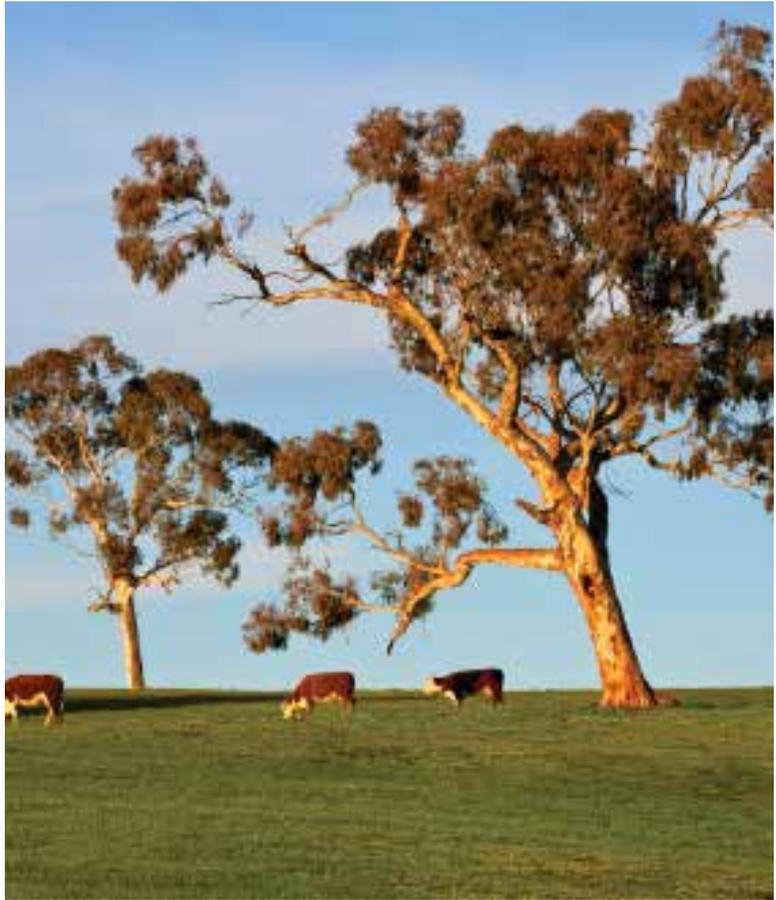
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RUBY**

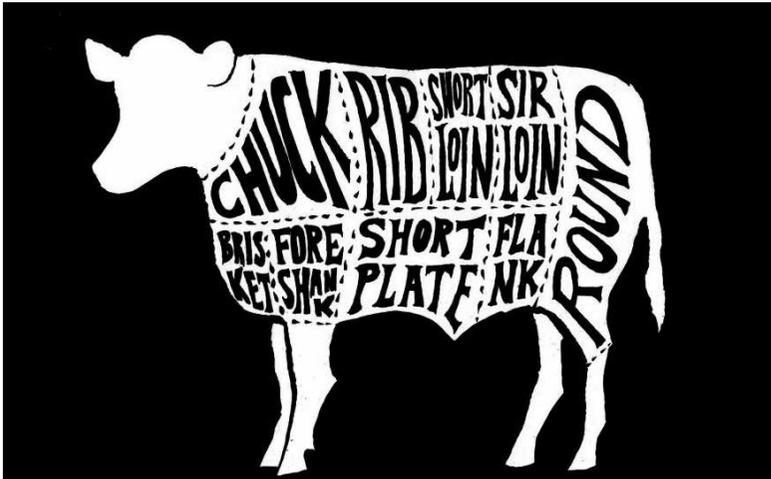
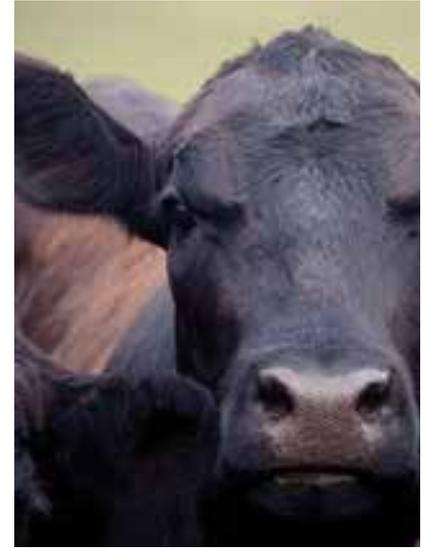
PURE AUSTRALIAN BEEF

PROVIDORE GLOBAL
PURE BEEF OF DISTINCTION









LEADERSHIP



GLOBAL

VISION

CHRISTIAN GILMOUR

DIRECTOR AND FOUNDER

“We set out to make Rosedale Ruby the best and most trusted brand for pure Australian beef of distinction. However we knew that a great product alone would not be enough. To succeed in this game you need a world-class team spanning the entire supply chain. The Providore Global team has the expertise, commitment and discipline to deliver the quality assurance that underpins our entire brand.”

WANG TSE

HEAD OF DISTRIBUTION, DIRECTOR AND FOUNDER

“Setting up a chain of over forty restaurants in Hong Kong taught me that menu development is about understanding the complex interplay of ingredients, cooking methods and local tastes. Working in China, Australia and South East Asia, I saw first hand the eagerness of the local chefs and diners to discover the fantastic produce available out of Australia. It was then I knew our mission was to pull together the right team and resources.”

SAM MCNIVEN

HEAD OF OPERATIONS, DIRECTOR AND FOUNDER

“I spend the majority of my time travelling between Australia, Hong Kong and China. Whether it is overseeing our animals loaded onto trucks, being on the abattoir floor for each processing event or meeting with stakeholders throughout Asia. My aim is to ensure each moving part of our integrated system continues to work effectively and harmoniously, whilst performing to the highest level.”

JAMES MILLNER

HEAD OF LIVESTOCK AND DIRECTOR

“Having grown up on a leading Australian cattle stud I have a love for cattle in my blood. I make sure customer expectations are met by sourcing the best produce around and ensuring quality and consistency in our livestock. All our animals are sourced from sustainably managed farms and our entire production chain adheres to the highest Industry standards.”

TREVOR MARTYN

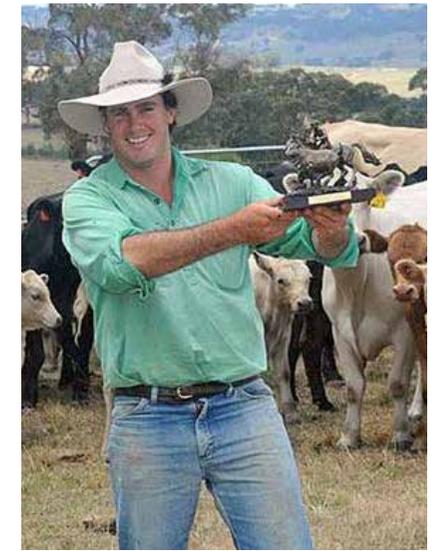
HEAD OF LOGISTICS

“I ran a international logistics business for over thirty five years in this sector and I learnt it takes more than top notch livestock and big trucks to deliver success. If you want to deliver the excellence that the market demands, then it comes down to selecting people who care about what they are doing. The Providore Global team and our partners care about each and every step from paddock to plate.”

KIRSTY GILMOUR

HEAD OF ADMINISTRATION

“Understanding Asian needs and translating that into a clear specifications is so important because it means we can deliver exactly what the client wants. It sounds simple but with a long supply chain, it takes a tightly knit team like Providore to deliver.”



James Millner from Rosedale Stud holding the Grand Champion Carcass Award from the 2013 Australian Beef Spectacular Feedback Trial. The award winning carcass came from one of Rosedale's Angus-Charolais steers.





14/F CMA Building,
64 Connaught Rd C,
Central, Hong Kong

T +852 2853 1112

F +852 2328 5111

providoreglobal.com

