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## “QUALITY DRY AGED” CLAIM

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FLEISHEREI has adopted the term “QUALITY DRY AGED” to make a distinction between beef products which are sold fresh and beef products which are aged by means of the dry aged method under specific quality controls.

Dry aged method: Fleisherei is using a dry aged method to mature beef products. This method is being used whereby full primal cuts of beef (larger cuts than portioned cuts) are kept in a temperature controlled area, sealed off to prevent contamination with other products and other elements. The meat is being matured by controlled air dehydration. The tenderness of the meat is improved by natural enzymatic and biochemical processes, which happens when the meat is exposed to air dehydration. The meat cuts are aged for time periods of between 14 and 35 days. The maturing of the meat is marked by labels indicating how many days it is in the maturing process. The dry age process helps to develop a distinctive and favourable flavor of the meat. The meat is trimmed and cut into portions or steaks after the maturing process.

Quality control: The meat used for the processed should have a pH between 5.5 and 5.7 and matured at temperatures below 2 degrees Celsius. The large beef cuts are trimmed properly to remove any excess dehydrated portions of the meat. Only the best meat portions remain as part of the large beef cut. During the maturing process, the meat is electronically and visually monitored on a daily basis to ensure correct temperature, humidity and other factors are kept to the required standards. The quality of the meat is therefore provided by enforcing processes and procedures to ensure a good flavor of meat with the distinctive dry aged characteristics.

Health and Food safety: The entire process of dry aging of beef products, are done at the Fleisherei Factory facilities, which complies with all national and local health and safety legislation and regulations. Fleisherei has adopted a Food and Safety Management System, which includes both process and hygiene control measures to manage and enforce the required policies and procedures. All processes within the manufacturing facility are based upon the HACCP (Hazard Analysis and Critical Control Point), ISO 22000 and SANS 10049 SABS (South African Bureau of Standards) criteria.