



Contact our team for more information or to place your order!

**Australia:**

Primo Foods Head Office  
customer.care@primofoods.com.au  
1 800 111-253

**Japan:**

Primo Foods (Tokyo), c/- JBS-Seara Japan Ltd  
customer.care@primofoods.com.au  
+81 3 6721-1708


PrimoFoods.com.au | PrimoFoodservice.com.au



# COMPANY OVERVIEW

We Craft Quality Food with Passion and Care



Primo Foods Pty Ltd, a wholly owned subsidiary of 

# JBS GLOBAL

With six decades of history, JBS is currently the largest protein processor and the second largest food company in the world.

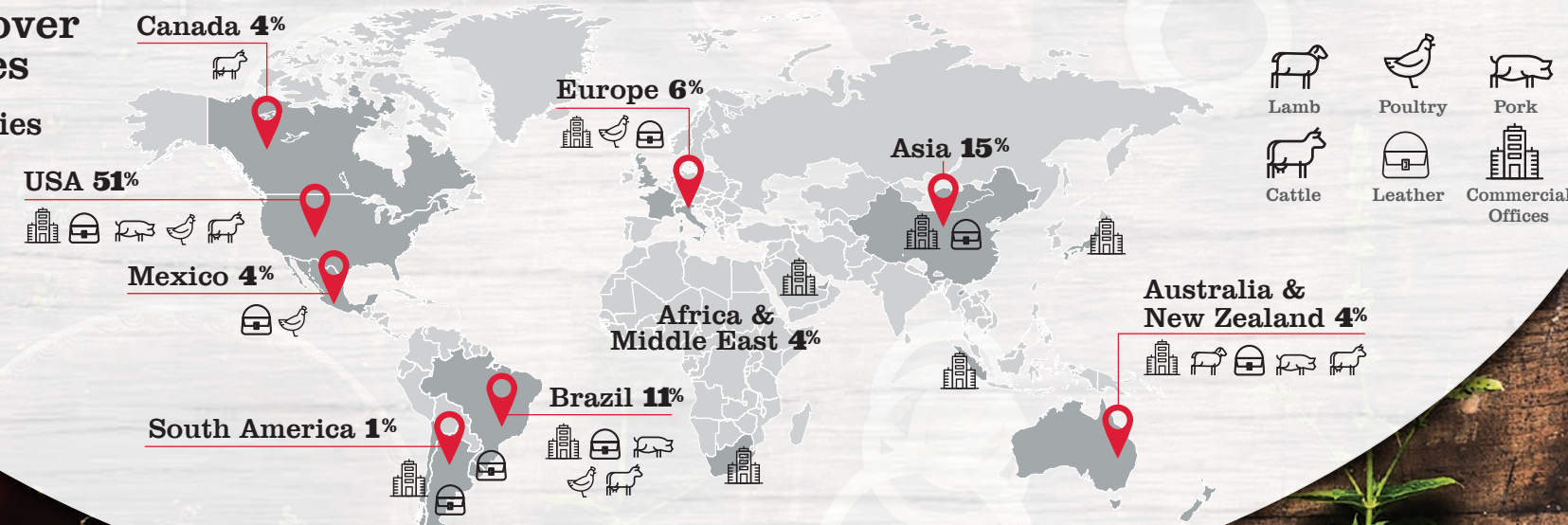
JBS focuses on processing beef, pork, lamb, chicken and other value-added convenience and plant-based protein foods. It also sells hides, toiletries, cleaning products, collagen, metal packaging and biodiesel, capturing benefits from, and diversifying into, complementary industries.

Currently JBS has more than 400 production units worldwide, 230 of which are dedicated to production of meat cuts and convenience, value-added products. JBS has more than 235,000 team members and the capacity to process 80,000 head of cattle per day, more than 14 million birds per day, 115,000 hogs per day and 100,000 hides per day. JBS services more than 350,000 customers in over 150 countries.

In addition to its diversified product portfolio, JBS maintains dozens of industry leading brands such as Swift, Friboi, Seara, Maturatta, Plumrose, Pilgrim's Pride, Gold'n Plump, Gold Kist Farms, Pierce, 1855, 1953, **Primo Foods** and **Beehive**.

## Present in over 15 Countries

With 400 facilities and Offices



# JBS AUSTRALIA

JBS Australia owns and operates the largest network of technologically advanced production facilities and feedlots in Australia.

As the largest multi-species processor, exporter and feedlotter, JBS Australia has a daily production capacity of more than 10,000 head of cattle, 1,600 hogs and more than 12,000 head of small stock. It has a one-time feeding capacity of more than 150,000 head and can produce more than 6,000 hides per day.

JBS Australia owns the largest smallgoods manufacturer in Australia, Primo Foods; as well as a value-added meat cutting and case-ready production facility, Andrews Meat Industries. Other operations include: a wholesale division, D.R. Johnson; an international meat and by-products trading business, Swift & Co Trade Group; and a leading automation technology company, Scott Technology.

JBS Australia's 12,000 team members and national presence proudly reflects JBS' position as a leading supplier of protein based foods around the world.

## Our Brands:



Our Promise: We Craft Quality Food with Passion and Care



## Our Story

From a humble butcher shop to Australia's favourite producer of Ham, Bacon and Smallgoods, Primo Foods has been putting smiles on faces for over 60 years.

From a single butcher shop in Sydney to Australia's largest, most trusted Smallgoods supplier, our journey has been built on quality products and a customer centric approach. JBS ownership has brought an additional overlay of talent and resource to our business.

With vertical integration, leading edge R&D and a commitment to innovation, today we're not just Australia's No.1 Smallgoods supplier, we're Primo Foods - providing quality, value added food solutions to our customers and consumers around the world.

Our Brands:



\*We also partner with leading retailer Own Brand programs.

Our Purpose: To Enrich Everyday Family Moments

At Primo Foods we have dedicated teams with deep experience across QSR, Food Service and Retail channels, delivering quality and innovative food solutions for our customers and consumers.



## Quick Service Restaurants (QSR)

Our teams create customised, bespoke menu items and inclusions tailored to each of our QSR customers needs. From pizza toppings to gourmet patties, ingredients to fillings, our wide range of smallgoods and protein based products will add flavour and nutrition to your menu.



## Food Service

As a manufacturer, distributor and exporter, we deliver a comprehensive range to everyone from large wholesale distributors through to high-end hotels and restaurants. Our range has been designed with Food Service in mind and will help to grow your business. We also have flexibility to modify products for your specific needs.

[www.primofoodservice.com.au](http://www.primofoodservice.com.au)



## Retail

With a strong portfolio of products led by Primo branding, we are No.1 in Smallgoods categories across Australia & New Zealand.

Having been in the market for over 60 years, we know how to attract consumers and sales to your shelves. In addition to our well-known and trusted brands, we partner with and support retailer Own Brand programs too!

[www.primo.com.au](http://www.primo.com.au)

**Wake Up Happy!**

PRIMO | 500G SHORT CUT BACON TWIN PACK

PRIMO | 500G MIDDLE BACON TWIN PACK

FROM THE DAIRY DEPARTMENT

**MAKE EVERYDAY** Primo

Primo.com.au

Primo Red Range 80-100g varieties From the Dairy department

Save \$0.00

Primo Shortcut Bacon 750g From the Dairy department

Save \$0.00

Chorizo Twin Pack 250g From the Dairy department

Save \$0.00

Primo Bacon Style pieces and Shredded Ham 300g From the Dairy department

**MAKE EVERYDAY** Primo

To ensure our products stay at the forefront in meeting and exceeding customer and consumer needs, we've developed an Innovation Centre of Excellence, bringing expertise together in R&D, Product Development, Marketing and Sales.



# QUALITY IS OUR COMMITMENT

Primo Foods consistently delivers the highest quality smallgoods and value-added foods across all our brands, products and facilities.

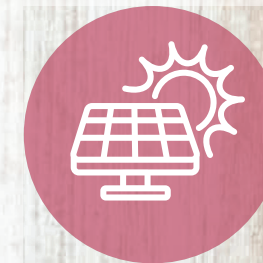
We're proud to operate under these prestigious certification systems:



Australian Government  
Licensed Exporter



# SUSTAINABILITY IS OUR RESPONSIBILITY



Australia's largest single rooftop solar installation at Primo's Wacol facility reduces grid electricity usage by **19%** and will save **1.2 million tonnes of CO2** over 20 years.



Primo Foods introduced **over 30 electric hybrid cars** to the sales fleet, significantly **reducing carbon emissions**.



Primo Foods has introduced **Still Water Thawing**, reducing water used to thaw frozen product. The process has saved enough water to fill **87 Olympic-sized swimming pools**.



Primo is Foodbank Australia's **largest donor of protein foods**, helping to provide free meals to those in need for over ten years.



As part of the JBS Group, we focus on **animal welfare assurance** across our supply chain. We are accredited under the **Australian Animal Welfare Certification System (AAWCS)**.



Primo Foods has introduced a robotic tray loading and unloading system to **reduce heavy lifting** by team members.



As a committed member of the **Australian Packaging Covenant**, Primo Foods sites recycled over **3,000 MT of waste in 2019**.



Innovative packing for Primo's Red Range Slice Pack has removed over **170 tonnes of cardboard** and **99 tonnes of plastic waste** from landfill each year.



# OUR NATIONAL FOOTPRINTS

Primo Foods operates through manufacturing, distribution and commercial offices right across Australia and New Zealand.

- Manufacturing Operations
- Distribution Centres
- Commercial Operations



## Queensland

Wacol – Production St., Innovation & Manufacturing  
 Wacol – McRoyle St., Manufacturing  
 Riverview – Foodpartners, Manufacturing  
 Brisbane – Distribution Centre

## New South Wales

Chullora – Head Office, Sales & Marketing  
 Chullora – Manufacturing  
 Greenacre – Distribution Centre  
 Prestons – Distribution Centre

## New Zealand

Parkvale – Head Office, Manufacturing  
 Parkvale – Distribution Centre

## Commercial Offices

Brisbane – Queensland  
 Sydney – New South Wales  
 Melbourne – Victoria  
 Adelaide – South Australia  
 Perth – Western Australia  
 Auckland – New Zealand

# PARTNERING WITH

- Australia's leading producer of Ham, Bacon and Smallgoods.
- Trusted by Australian consumers and customers for over 60 years.
- Delivering the highest quality innovative food solutions.
- Focussed on sustainability and innovation through our sites, products and people.
- With an international presence across QSR, Foodservice, Retail, B2B and e-Commerce.



## We Craft Quality Food with Passion and Care