

FREE RANGE & GRASS FED 10+ Day Aged Lamb

Exceptional nature, care and quality combine to bring you an exceptional meat-eating experience







Generations in the Making — A Carefully Curated Journey of Authenticity

PURE SOUTH HANDPICKED 10+ DAYS AGED LAMB

Grown in New Zealand's pristine pastures, a testament to nature intended farming, outstanding animal care, rigorous selection and impeccable standards. Every cut echoes a commitment to authenticity, celebrating the lambs' inherent qualities and flavours. Carefully aged to perfection to ensure the meat creates an exceptional, unmatched experience tender and rich, capturing the very essence of New Zealand's landscapes in each bite.

What Makes Us Distinctive

The Best of Nature — Free range, grass fed, hormone and antibiotic free. Natural, nutritious, great tasting meat

Grown with Care — Low carbon red meat.* Outstanding animal well-being, animals are grown ethically and sustainably

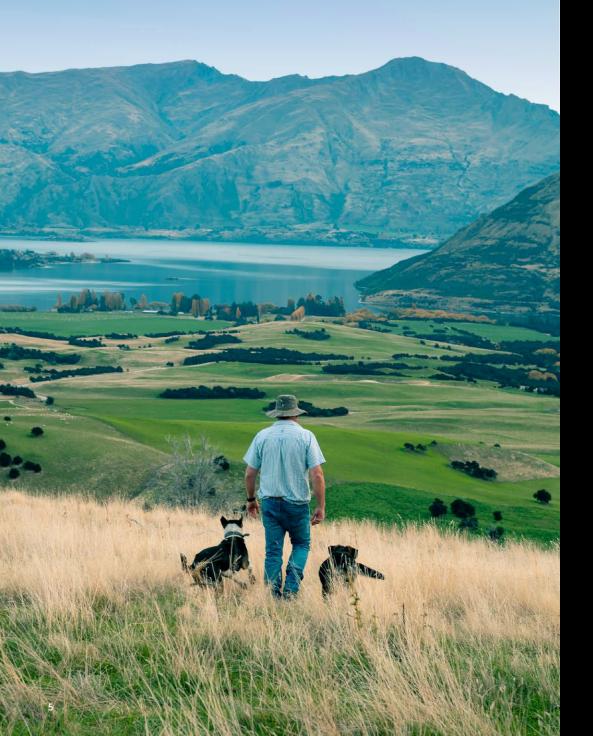
Meat Eating Experience — the proof is in the eating. Innovative technology independently validates meat quality and consistency to ensure an exceptional meat eating experience every time.

*Based on LCA study, GWP100 farmgate live weigh. Source: Life Cycle Assessment, Ag Research, New Zealand, 2021



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The Best of Nature



OUTH

Our meat is the best of nature because the best of nature went into creating our meat. We pursue ambitious targets aimed at improving our overall environmental footprint. This is consistent with what both our global customers and consumers ask of the world.

We produce low carbon footprint red meat. Even allowing for freight, our lamb is less than half that of global average.*

*Source: Life Cycle Assessment, Ag Research, New Zealand, 2021

ATTRIBUTES

- \bigcirc Grass fed & free range \bigcirc Selected from NZ's finest heritage breeds
- ⊘ Aged for 10 days
- 🕗 Desirable pH level
- 🔗 NZ Farm Assured
- Traceability and guarantee of origin
 Intramuscular fat range of 3+

Antibiotic, GMO and hormone free

⊘ Fat cover target: 12mm

Meat Eating Experience (MEEx)

Alliance is excited to launch the Meat Eating Experience — independent validation that the proof really is in the eating. The layers of nature, care and expertise are independently verified against key criteria to ensure a consistent, exceptional meat eating experience.

In pasture-based livestock production systems, intra-muscular fat (IMF) has a strong correlation with polyunsaturated fat including omega fatty acids. These are healthy fats which are good for the health. IMF is also a key driver of tenderness, juiciness and flavour.





Gold Medal Winning Lamb



Outstanding New Zealand Food Producer Awards Gold Medal Winner



Aged craft meat as nature intended

Pure South Handpicked celebrates a new culture of craft meat that embodies our free-range grass-fed farming heritage and world leading environmentally conscious regenerative agriculture values. Rigorous selection criteria, craft butchery and aging combine to create a consistently higher standard of meat taste, texture and succulence — it's what we call Handpicked.













10 DAY AGED LAMB **10 DAY AGED LAMB** PURE SOUTH Hind Shanks Cap On Rumps HANDPICKED HANDPICKED HIND **PRODUCT ATTRIBUTES** HIND ✓ Grass fed & free range **PRODUCT ATTRIBUTES** Selected from NZ's finest heritage breeds NZ Farm Assured Grass fed & free range Selected from NZ's finest heritage breeds Traceability and guarantee of origin Antibiotic, GMO and hormone free NZ Farm Assured Traceability and guarantee of origin Intramuscular fat range of 3+ Antibiotic, GMO and hormone free Fat cover target: 12mm ✓ Intramuscular fat range of 3+ Desirable pH level ✓ Fat cover target: 12mm Aged for 10+ days Oesirable pH level Aged for 10+ days PRODUCT SPECIFICATION Carton dimension: 500x330x110mm Product code Piece weight range Pieces per pack Packs Pieces per carton Average piece weight Average carton weight per carton PRODUCT SPECIFICATION Carton dimension: 500x330x110mm 0.410 – 0.425ka 10062502 0.42kg 12 24 10.08 Piece weight range Average piece weight Average carton weight Product code Pieces Packs Pieces per pack per carton per carton 10062503 0.425 - 0.550kg 0.49kg 12 11.76kg 24 10062542 0.410 – 0.550kg 10062504 0.250 – 0.340kg 0.46kg 12 24 11.04kg 0.3kg 4 12 48 14.4 NUTRITIONAL INFORMATION NUTRITIONAL INFORMATION

Average quantity per 100 grams raw edible tissue				
Energy (kJ)	Energy (kcal)	Protein (g)	Total fat (g)	Saturated fat (g)
988	236	18	1.84	8.1



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Energy (kJ)	Energy (kcal)	Protein (g)	Total fat (g)	Saturated fat (g)	
781	187	20.7	11.6	4.5	



PURE South

HANDPICKED

10 day aged lamb Frenched Rack





75MM

CAP OFF

PRODUCT ATTRIBUTES

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- ✓ Antibiotic, GMO and hormone free
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- Sat cover target: 12mm
- ✓ Desirable pH level
- Aged for 10+ days

PRODUCT SPECIFICATION Carton dimension: 500x330x144mm						
Product code	Piece weight range	Average piece weight	Pieces per pack	Packs per carton	Pieces per carton	Average carton weight
10062576	0.460 – 0.620kg	0.52kg	1	24	24	12.48kg
NUTRITIONAL INFORMATION						
Average quanti	ty per 100 grams	raw edible tissu	ie			
Energy (kJ)	Energy (ko	al) Prot	ein (g)	Total fat (g) Saturated fat (g)		aturated fat (g)
1008	240	1	8.2	18.9	18.9 8.5	

Frenched Rack



75MM

CAP ON

PRODUCT ATTRIBUTES

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PRODUCT SPECIFICATION Carton dimension: 500x330x144mr					00x330x144mm	
Product code	Piece weight range	Average piece weight	Pieces per pack	Packs per carton	Pieces per carton	Average carton weight
10062578	0.550 – 0.600kg	0.57kg	1	14	14	7.98kg
10062579	0.600 – 0.700kg	0.65kg	1	14	14	9.1kg
10062580	0.700 – 0.820kg	0.76kg	1	14	14	10.64kg
NUTRITIC	NUTRITIONAL INFORMATION					
Average quantity per 100 grams raw edible tissue						
					i and i a	

Ene	ergy (kJ)	Energy (kcal)	Protein (g)	Total fat (g)	Saturated fat (g)
	1312	186	16	28.1	12























10 day aged lamb Shoulder Oyster





FORE

PRODUCT ATTRIBUTES

- ✓ Grass fed & free range
- Selected from NZ's finest heritage breeds
- VZ Farm Assured
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PRODUCT SPECIFICATION

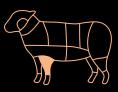
Product code	Piece weight range	Average piece weight	Pieces per pack	Packs per carton	Pieces per carton	Average carton weight
10062513	0.95 –1.10kg	1.05kg	1	12	12	12.6kg
10062514	1.10 –1.36kg	1.15kg	1	12	12	13.8kg
NUTRITIONAL INFORMATION						

Average quantity per 100 grams raw edible tissue

Energy (kJ)	Energy (kcal)	Protein (g)	Total fat (g)	Saturated fat (g)
841	201	17.5	14.7	5.8

10 day aged lamb Foreshank





FORE

PRODUCT ATTRIBUTES

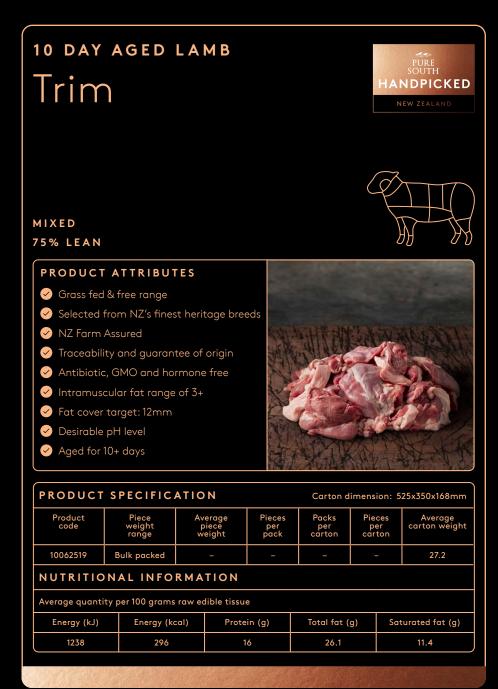
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PRODUCT SPECIFICATION Carton dimension: 500x330x144mm Piece weight range Average piece weight Average carton weight Product code Pieces Packs Pieces per pack per carton per carton 0.330 - 0.450kg 0.38kg 10062515 12 36 13.68kg NUTRITIONAL INFORMATION Average quantity per 100 grams raw edible tissue Saturated fat (g) Energy (kJ) Energy (kcal) Protein (g) Total fat (g) 13.5 5.4 842 201 19.1

rton dimension: 500x330x110mm





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