



KAZBEEF
PREMIUM QUALITY BEEF

Company Info

Established:
2010

Headquarters:
Nur-Sultan

Active in:
Kazakhstan
Russia

Turnover:
4 000 000 USD

Productivity
120 ton per day

Website:
<https://kazbeefgroup.com/>

Contact person:
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KazBeef

KazBeef has been successfully breeding pedigree cattle and producing marbled beef in Kazakhstan for 10 years. The principle of the company is "from grain to steak" full cycle quality control, including feed production, cow calf, feedlot, and meat processing complex. The company has implemented the most modern international food safety standards (FSSC 22000). As part of the FSSC 22000 certification, the company undergoes an annual international audit of food safety management, and the staff undergoes appropriate training. All products are manufactured in accordance with the Halal standard

Company Photo

overview



production



QazTrade
CENTER FOR TRADE POLICY DEVELOPMENT





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Product 1 Info

Existing Brand:
KazBeef
Existing Markets:
Kazakhstan
Russia

Target consumer:

Age (over 35)
Income (above the average)
Geographic Feature (urban-dwellers)
Channel :
(+)Hotel (+)Supermarket
()Wet Market (+)Restaurant
(+)Distributor ()Other _____

Or purely B2B, fill in below area

Target client:

Client's sector/products (HoReCa)
Client feature (Steak house, Restaurants, Hotels)
others :)
Geographic Feature ()

Premium beef cuts

- 12-36 USD per 1 kg
- 60*40*20 boxes (approx. 20 kg)
- Shelf-life – 24 days (chilled +4C) and 360 days (frozen -17C)

Features and benefits

- Marbling grading (select, choice, prime)
- Wet aged (21 days)
- Corn fed (180 days)





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Product 1

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product



Links:

<https://youtu.be/pHyFZmBuKzo>

<https://youtu.be/FVHIEQoorKU>

<https://youtu.be/kSjZY3c5dfg>





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Target client:

Client's sector/products (HoRe Ca)
Client feature (Steak house, Restaurants, Hotels)
others :)
Geographic Feature ()

Portioned beef cuts (skinpack)

- 10-30 USD per 1 kg
- 60*40*20 boxes (approx. 20 kg)
- Shelf-life – 24 days (chilled +4C) and 360 days (frozen -17C)

Features and benefits

- Marbling grading (select, choice, prime)
- Wet aged (21 days)
- Corn fed (180 days)





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Product 2

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product



Links:

<https://youtu.be/pzCAYcy39qg>

<https://youtu.be/8YZGAgJPrlg>

<https://youtu.be/HRVkulbVETU>

<https://youtu.be/kSjZY3c5dfg>





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Geographic Feature (urban-dwellers)
Channel :
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Or purely B2B, fill in below area

Target client:

Client's sector/products (HoRe Ca)
Client feature (Steak house, Restaurants, Hotels)
others :)
Geographic Feature ()

Alternative beef cuts

- 6-9,5 USD per 1 kg
- 60*40*20 boxes (approx. 20 kg)
- Shelf-life – 24 days (chilled +4C) and 360 days (frozen -17C)

Features and benefits

- Marbling grading (select, choice, prime)
- Wet aged (21 days)
- Corn fed (180 days)





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Product 3

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product

