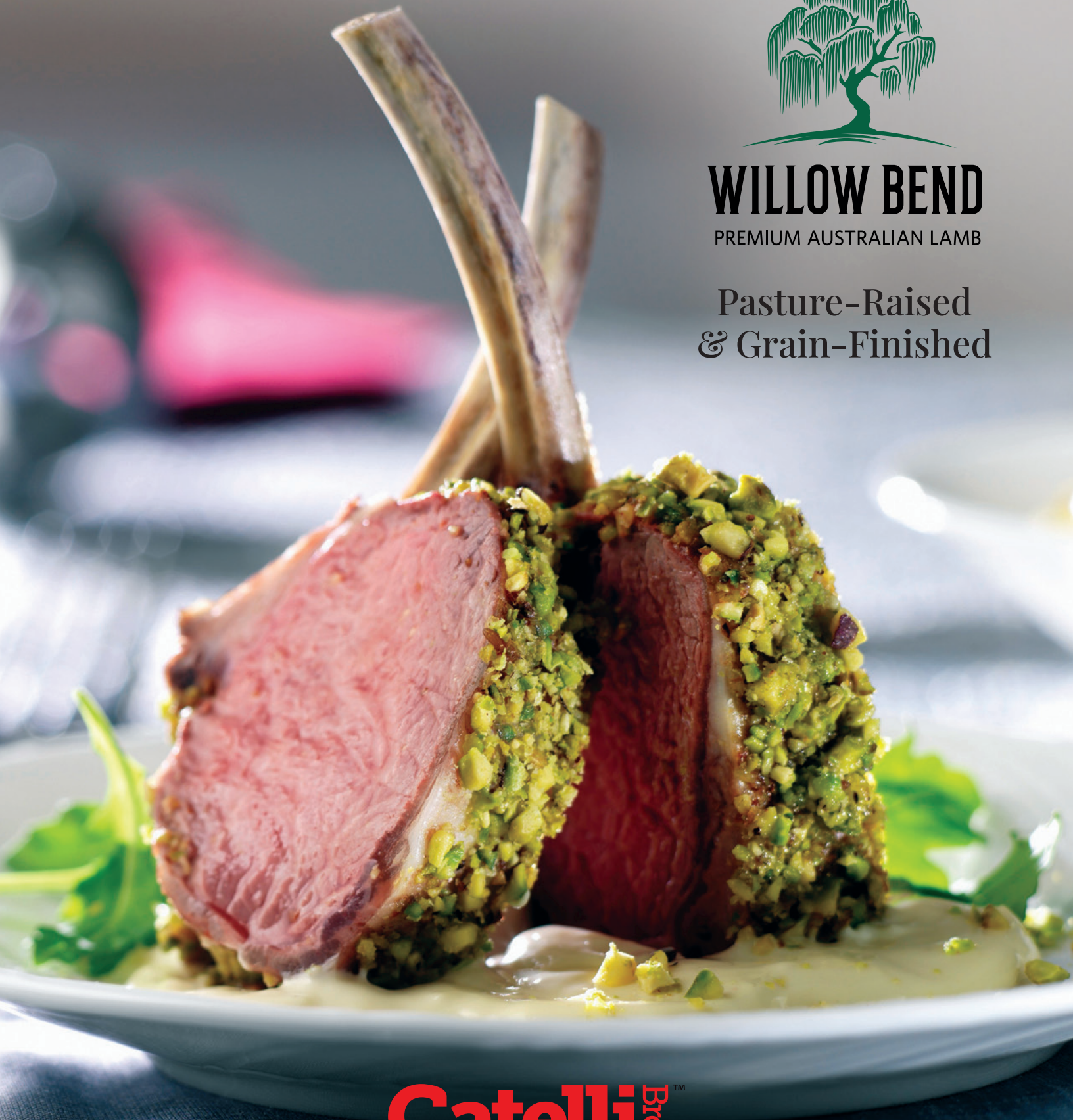




**WILLOW BEND**

PREMIUM AUSTRALIAN LAMB

Pasture-Raised  
& Grain-Finished



**Catelli**<sup>Bro</sup><sub>s</sub><sup>TM</sup>  
Family of Foods

*from family to table for over 75 years*



# The Best of Two Worlds:

## Willow Bend Premium All Natural Australian Lamb & Catelli Brothers Exceptional Service

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*This special partnership joins Catelli Brothers, and its more than 75 years of industry-leading expertise, with Endeavour Meats Australia, procurer of Willow Bend's unique and exclusive line of world class quality lamb. Together the collaboration provides major retailers and food service operators with superior customer service and the finest lamb products.*



### **Willow Bend Farm**

Willow Bend Farm, named for the majestic Willow Bend Creek that winds its way through the Murray River region, is in one of the most fertile food producing areas of Australia. For more than 20 years this region has been renowned for its prime lamb production. Lambs are raised on lush rolling pastures before being grain-finished in a purpose-built on-farm feedlot.

### **Dedicated Family Farmers**

Working with an exclusive group of Australian family farmers to analyze and refine genetics over the past two decades, Willow Bend selects top



performing lambs from a supply base which accounts for only three percent of Australia's lambs. Sourcing from a single genetic pool results in consistently high-quality lamb, creating an unparalleled eating experience for the consumer.

### **Superior Genetics Enhance Quality & Flavor**

For over 25 years, Willow Bend Farm owner Tom Bull has used pioneering analytics to build his unique LAMBPRO breeding program for Willow Bend lambs. The program has created a composite of various British sheep breeds that result in high-yielding and high-marbling carcasses. The intramuscular marbling in Willow Bend lamb enhances the eating quality, with the small deposits of fat melting when cooked to keep the meat naturally juicy and flavorful.

### **Grain Feeding Adds Weight, Consistency & Tenderness**

Willow Bend lambs are raised on lush pastures in the south of Australia and then finished on grain





for between 42-60 days. This enables a consistent quality in size of the carcass and cuts, as well as a tender and mild flavored product. Grain feeding enables the animals to add weight to the body so that the carcasses more closely resemble an American lamb rather than a conventional Australian grass-fed lamb.

### Assured Animal Welfare

The Willow Bend process, from breeding through to final production, is designed to ensure minimal interference and a stress-free environment for the animals, thus adhering to Catelli Brothers humane animal welfare policies. Over generations, Willow Bend family farmers have taken the utmost care of their lambs and have maintained a high standard of animal welfare throughout their upbringing. All of the lambs are Halal-certified.



### Guaranteed Traceability

The entire Willow Bend supply chain is traceable as all the lambs come directly from a small select group of farmers and the product then stays within a single supply chain until it reaches the end customer. Our partners at Endeavour Meats Australia oversee the procurement and shipping of all Willow Bend Lamb. Traceability ensures the quality and integrity of the product to give consumers peace of mind. The farms supplying the Willow Bend program are audited annually to ensure traceability and animal welfare



standards are met for the raising and transporting of lambs. When delivered for processing, lambs are accompanied by a legally binding National Vendor Declaration (NVD) that attests to the raising claims.

### State-of-the-Art Processing & Distribution

Chilled Willow Bend All Natural Premium Australian Lamb is shipped directly to the Port of Philadelphia, just 11 miles from the Catelli Brothers Collingswood, NJ plant. Product arrives at the state-of-the-art SQF-certified Catelli Brothers facility and can be custom cut, trimmed and packaged to exact specifications or supplied as primals to its Retail and Food Service customers who require premium lamb products. Catelli Brothers' warehousing and shipping capabilities ensure safe, on-time deliveries throughout the U.S.

#### *For More Information*

Call 856-869-9293

Fax 856-869-9488

Email

Retailers: [Retail@CatelliBrothers.com](mailto:Retail@CatelliBrothers.com)

Food Service: [FoodService@CatelliBrothers.com](mailto:FoodService@CatelliBrothers.com)







## Australian Lamb Like No Other: Pasture-Raised & Grain-Finished

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All Natural

—

No Antibiotics

—

No Added Hormones

—

Halal-Certified

—

Single Source Genetics

Providing Consistent High Quality

—

Carcass Size Similar to American Lamb





# FOOD SERVICE PRODUCTS

*Naturally juicy and flavorful lamb enhances any dining experience*



## LAMB LEG BRN

Lamb leg boned, rolled and netted. Shank removed for roasting or carving presentation. Average 4-6 lbs. Individually vacuum sealed. 4 pieces per case, 25 lb. case average. 8 pieces per case, 50 lb. average case.



## LAMB LOIN BONELESS

Lamb loin boned and trimmed 0 x 0 with silver skin removed. Individually vacuum sealed. Average 10 packs per case. 10 lb. average case.



## LAMB TOP ROUND

Separated from lamb leg to make lamb top round, cap on or cap removed. Individually vacuum sealed. 8 pieces per case. 10 lb. average case. Also available hand cut into 1" - 1 1/2" lamb leg kabobs. 10 lb. average case.



## LAMB RACK, FRENCHED

8-rib lamb racks with cap removed, 4" bone, 2-3" frenched and 1-2" lip. Available in 26-30 oz., 30-34 oz. and 34 oz. and up racks. 12 vacuum-sealed racks per case. 20-26 lb. average case.



## LAMB FORE SHANK/HIND SHANK

Lamb fore shank, bone-in, separated from chuck end. Average 14-18 oz. Vacuum sealed 2 per pack. 20 packs per case. 40 lb. average case. Lamb hind shank. Average 20-24 oz. Vacuum sealed 2 per pack. 14 packs per case. 40 lb. average case.



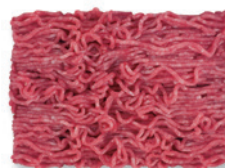
## LAMB BONELESS CHUCK

Boneless square cut chuck including neck and shoulder trimmed to 1/4"-1/2" exterior fat. 5-7 lb. average piece. Available vacuum sealed 3 pieces per pack, 4 packs per case. 50 lb. average case.



## LAMB LOIN CHOPS

T-bone to porterhouse-style chops. 4 oz. portion, 2 vacuum-sealed chops per pack. 10 lb. average case.



## GROUND LAMB

Select ground lamb averaging 80/20 lean content. Vacuum sealed in 2 lb. pack. 5 packs per case. 10 lb. case.



# RETAIL PRODUCTS

*Specialty Australian lamb  
your customers will love*



## VSP (VACUUM SKIN PACKAGING)



### LAMB LOIN CHOPS

Selected lamb loin with tail removed and cut into 3/4"- 1" thick chops. Packed 4 chops per tray.



### LAMB RIB CHOPS

Selected lamb racks cut into 3/4"- 1" thick chops. Packed 4 chops per tray.



### LAMB LEG STEAK

Selected lamb leg sliced to maximize appearance of center cut leg steak, 3/4" thick. Packed 1 steak per tray.



### LAMB CUBES FOR STEW

Selected lamb, boned, trimmed and cut into 1"- 1 1/2" average cubes. Packed in 1 lb. average tray.



### LAMB BLADE BONE CHOPS

Selected lamb shoulder (blade bone portion) cut into chops 3/4"- 1" thick. Only available as part of Lamb Shoulder Chop Combo. Packed 1 or 2 chops per tray.



### LAMB ROUND BONE CHOPS

Prepared from bone-in, round bone portion of the lamb shoulder. Chops are 3/4"- 1" thick. Only available as part of Lamb Shoulder Chop Combo. Packed 1-2 chops per tray.



## MAP (MODIFIED ATMOSPHERE PACKAGING)



### LAMB LOIN CHOPS

Selected lamb loin with tail removed and cut into 3/4"- 1" thick chops. Packed 4 chops per tray.



### LAMB RIB CHOPS

Selected lamb racks cut into 3/4"- 1" thick chops. Packed 4 chops per tray.



### LAMB LEG STEAK

Selected lamb leg sliced to maximize appearance of center cut leg steak, 3/4" thick. Packed 1 steak per tray.



### LAMB CUBES FOR STEW

Selected lamb, boned, trimmed and cut into 1" - 1 1/2" average cubes. Packed in 1 lb. average tray.



### LAMB BLADE BONE CHOPS

Prepared from bone-in, square-cut portion of the lamb shoulder. Chops are 3/4"- 1" thick. Only available as part of Lamb Shoulder Chop Combo. Packed 1-2 chops per tray.



### LAMB ROUND BONE CHOPS

Selected lamb shoulder (round bone portion) cut into round bone chops 3/4"- 1" thick. Only available as part of Lamb Shoulder Chop Combo. Packed 2 chops per tray.



### GROUND LAMB

Selected boneless lamb leg trimmed and ground to create lean ground lamb. Packed 1 lb. MAP tray, 8 per case.



### LAMB BURGERS

Selected boneless lamb leg trimmed and ground to create lean ground lamb machine-formed into 4 oz. burgers. Packed 4 burgers per tray. 6 trays per case.

## VACUUM PACKAGING



### LAMB LEG BONELESS BUTTERFLIED

Selected lamb leg, trimmed, boned and butterflied. 2.25-2.50 lb. average. Packed 6 pieces per case.



### LAMB LEG SEMI-BONELESS

Selected lamb leg, shank removed. Approximately 6-8 lbs. Packed 4 pieces per case.



### LAMB RACK, FRENCHED

Selected lamb rack with cap, chine and feather bone removed. Approximately 2 lbs. Packed 6 racks per case.



### LAMB LEG BONELESS

Selected lamb leg, shank removed, boned, rolled and netted. Approximately 6-8 lbs. Packed 4 pieces per case.



### LAMB SHANK

Lamb shank with trotter bone removed. Approximately 1.25 lbs. 3 two-piece packages per case.



### SEASONED LAMB SHANK

Lamb fore shank seasoned with Rosemary & Garlic Rub. Ready to cook. Approximately 2.75 lbs. Packed 3 two-piece packages per case.

## Our Strategic Partnership Assures You the Highest Quality Lamb Products & Outstanding Service

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Willow Bend's Australian family farmers have generations of experience in producing extraordinary lamb that is the envy of lamb growers around the globe. Now, partnering with Catelli Brothers and its more than 75 years of superior service, Willow Bend's premium pasture-raised and grain-finished products are available to U.S. consumers.

This unique line of Australian lamb comes to you directly from Willow Bend's exceptional producers and is expertly processed, packaged and delivered by the Catelli Brothers skilled professional team.



*from family to table for over 75 years*

Catelli Brothers, a second-generation lamb and veal purveyor, is the U.S. Meat Division of Préval AG, an international agri-food company with facilities in the U.S., Canada and South America.

*Catelli Brothers is the exclusive North American supplier  
of Willow Bend Premium Australian Lamb.*

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