1953

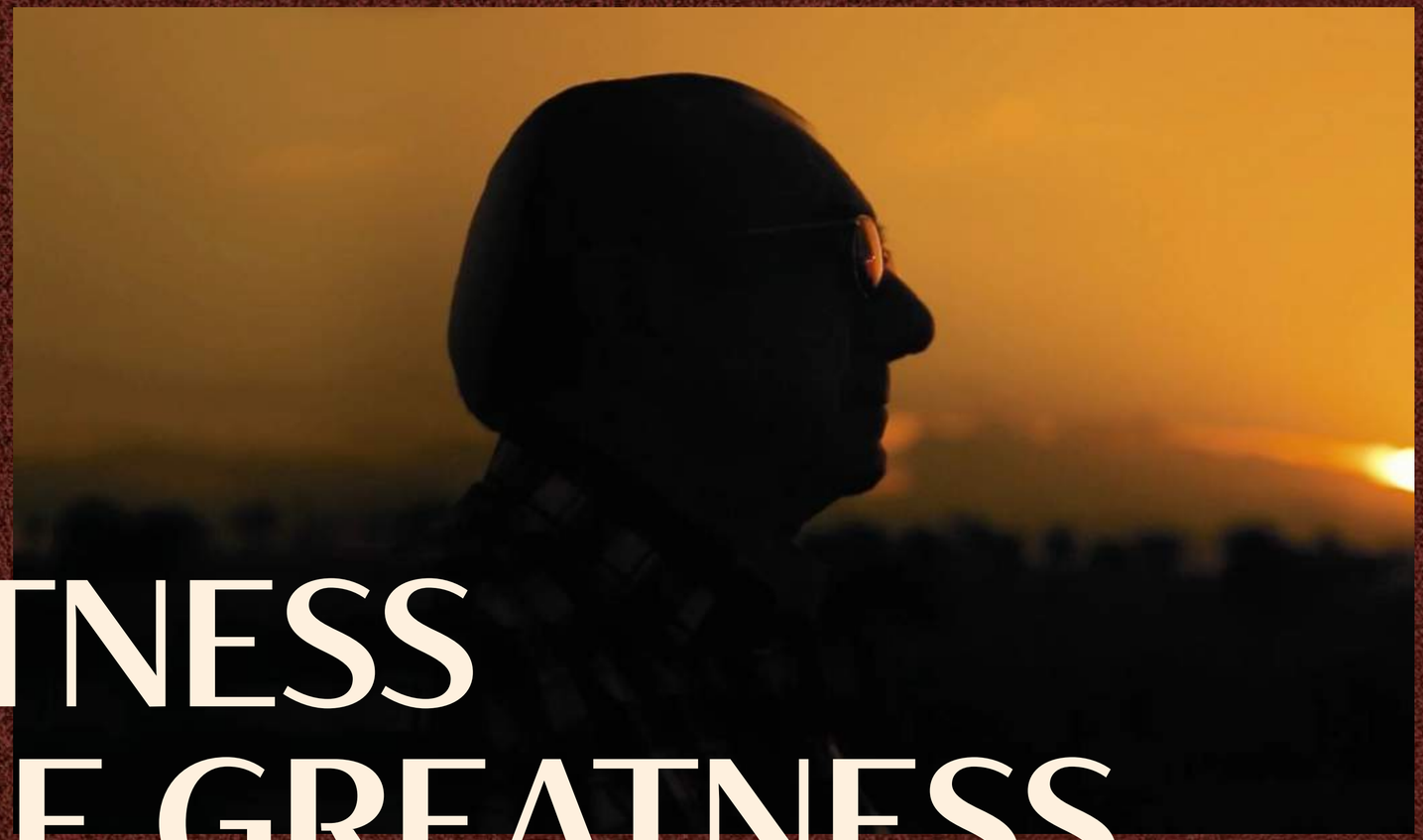
Friboi

Simply Exceptional



JBS Founder
Zé Mineiro,

19
53



“OUR GREATNESS LIVES IN THE GREATNESS OF OUR VALUES”

When *excellence* becomes method

Our story begins in 1953, in the countryside of Goiás, Brazil.
It was there that Zé Mineiro built a legacy grounded in technical rigor, deep knowledge of cattle, and absolute respect for the process.

What began as a vision became a method. And over decades, that method evolved into a rigorous program of excellence.



Goiás





Designed for

Highly Demanding Palates

Created for markets that value origin, consistency, and sensory performance as essential decision criteria.

1953 Friboi operates where reliability, standardization, and long-term delivery are non-negotiable, supported by Brazil’s scale, expertise, and production capability.

A Program that *defines the standard*



1953 Friboi is the premium expression within the Friboi portfolio. Rather than adapting to existing standards, the brand operates under a proprietary program – built on rigor, control, and uncompromising quality – defining its own benchmark for premium beef.

From genetics to final cut selection, every stage follows strict certification protocols to ensure consistency, traceability, and premium quality at scale.

The 1953 Friboi Program

PROTOCOL 1:



Genetics of Taste and Tenderness

Angus Breed, Young Cattle with less than 30 months, grain-fed for a minimum of 120 days, hormone-free

PROTOCOL 2:



The Discipline of Process

Controlled logistics with proximity between farms and processing facilities, ensuring animal welfare.
Only carcasses that meet strict weight and ribeye area standards are approved for the program.
Meat aging to enhance tenderness and juiciness.

PROTOCOL 3:



Precision in Every Cut

Hand-selected cuts evaluated for trim characteristics, uniform fat coverage, no yellow fat permitted, and consistent portion sizes. Customized to our clients needs. MEQ Grading technology.

International Presence, Premium Channels

Present in more than 15 countries, 1953 Friboi serves premium channels, fine dining restaurants, specialized butchers, and selected distributors.

FINE DINING RESTAURANTS

SPECIALIZED BUTCHERS

SELECTED DISTRIBUTORS





A Standard you can taste

The 1953 Friboi experience is revealed in the first cut. Tenderness, juiciness, and depth of flavor come together in a refined, persistent sensory profile, consistent from cut to cut.

Our product earned recognition from culinary experts in 2025, receiving the Superior Taste Award. This honor, granted by the International Taste Institute, followed blind tastings conducted by a panel of international chefs and sommeliers.


FROM
ORIGIN
TO
EXCELLENCE
19
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Breed	Angus Breed (minimun 50%)
Feeding Regime	Grain-fed • min 120 days
Bovine Category	Young Cattle - Less than 30 Months
Marble Score	MEQ Score - 500 Up Choice | Prime USDA Marbling Equivalent
Fat	Uniform Fat Coverage • Does not allow yellow fat
Hormone-free	Yes

BEEF PRIMAL CUTS



19
53
Filet

CHUCK ROLL

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Chuck Roll		Vacuum	Carton box



19
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Filet

CHUCK TENDER

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Chuck Tender		Vacuum	Carton box



19
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Filet

FLAT IRON

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Flat Iron		Vacuum	Carton box



19
53
Filet

FLAT

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Flat		Vacuum	Carton box



19 53 Fehi

BRISKET

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Brisket		Vacuum	Carton box



19 53 Fehi

BRISKET RED

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Brisket Red		Vacuum	Carton box



19 53 Fehi

CUBE ROLL / RIBEYE

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Cube Roll / Ribeye		Vacuum	Carton box



19 53 Fehi

CUBE ROLL CAP ON / RIBEYE CAP ON

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Cube Roll Cap On / Ribeye Cap On		Vacuum	Carton box



TENDERLOIN

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Tenderloin		Vacuum	Carton box



TENDERLOIN RED

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Tenderloin Red		Vacuum	Carton box



CENTER CUT

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Center Cut		Vacuum	Carton box



STRIPLOIN

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Striploin		Vacuum	Carton box



KNUCKLE

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Knuckle		Vacuum	Carton box



FLAP RED

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Flap Red		Vacuum	Carton box



FLAP

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Flap		Vacuum	Carton box



RUMP RED

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Rump Red		Vacuum	Carton box



19 53 Filet

RUMP FAT ON

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Rump Fat On		Vacuum	Carton box



19 53 Filet

RUMP A + B

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Rump A + B		Vacuum	Carton box



19 53 Filet

TOPSIDE
TOPSIDE VEROBINDEN
BABY TOP

ITEM	THERMAL CONDITIONS	PACKAGE	TYPE OF PACKAGING
Topside		Vacuum	Carton box
Topside Verobinden		Vacuum	Carton box
Baby Top		Vacuum	Carton box


Friboi
1953
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