Friboi

GLOBAL BEEF SPECIALIST

2026





GLOBAL MEAT SPECIALIST
FOR OVER 70 YEARS

#1
TOP BEEF PRODUCER AND EXPORTER

TOP-OF-MIND
BEEF BRAND IN BRAZIL

For over 70 years, Friboi has been connecting Brazil's cattle-raising tradition with the world's most demanding markets with a strong focus on quality, guarantee of origin and safety of the food. Today, we are Brazil's #1 beef producer, exporter, and most recognized beef brand — holding the #1 Top-of-Mind position in the country.

That history is built on one thing: delivering beef that partners and consumers can consistently trust.

A LEADING GLOBAL FOOD COMPANY

Friboi is a business unit of JBS, a company that began as a small butcher shop in the Brazilian countryside and grew into one of the world's largest food companies, with a portfolio covering animal proteins, smallgoods, prepared foods, eggs, plant-based and biotechnology centers.

For Friboi's partners, this means more than a supplier. It means a global platform with the financial strength, operational scale, and long-term vision to support lasting growth.



280k +

Global team members



+ 150

brands across the portfolio



+ 300.000

customers and sales to approximately 180 countries



+ 600

operations in 26 countries

WHERE *SCALE* MEETS *RELIABILITY*



Brazil holds one of the world’s largest commercial cattle herds, with a favorable climate, natural pastures and a production model built on scale and efficiency. This gives Friboi a structural advantage: access to high-quality cattle at a competitive cost, year-round. Being rooted in Brazil is not just our origin. It is what makes us ready for yours.

UNMATCHED *SCALE* AND *CONSISTENCY*

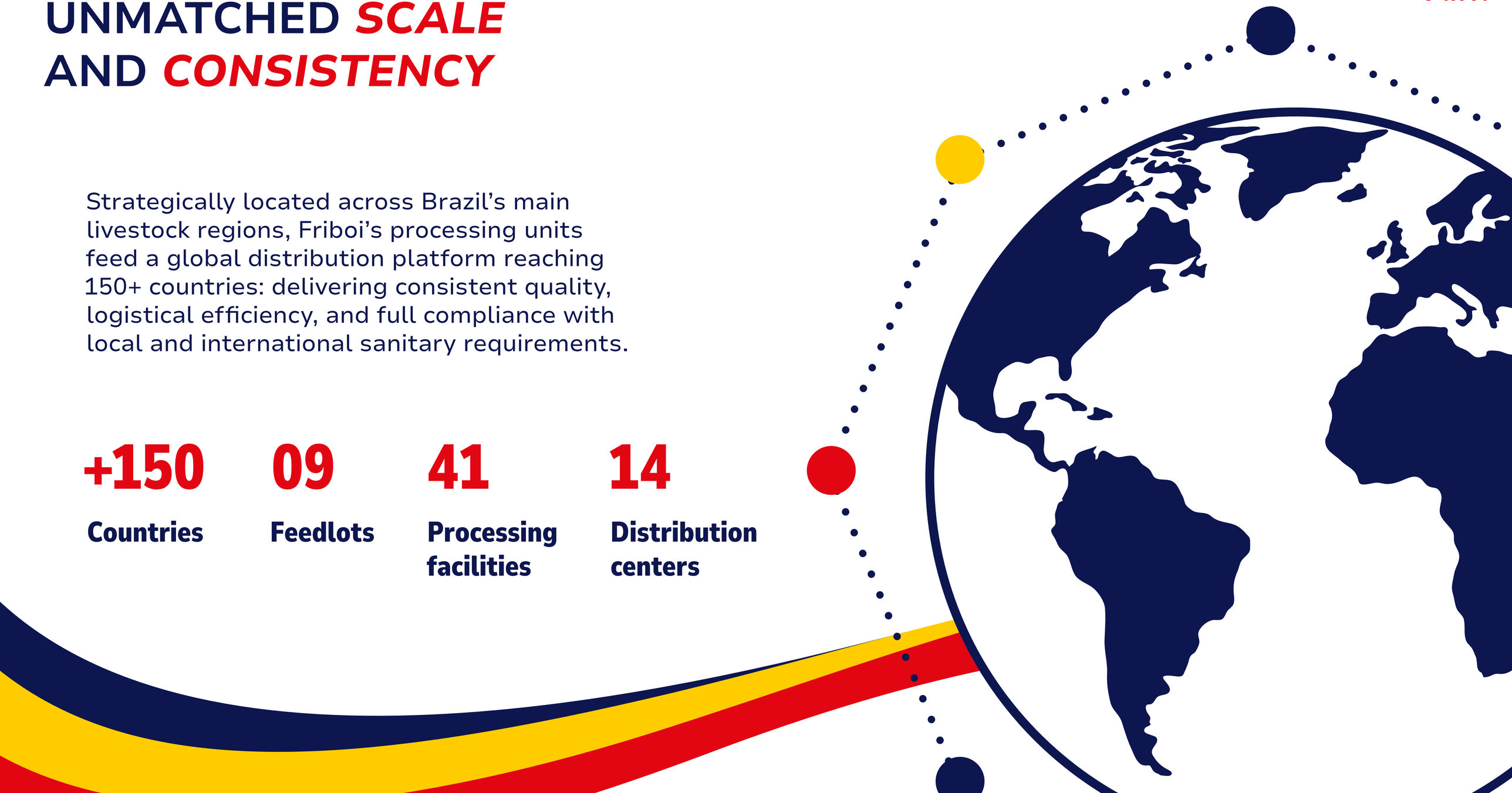
Strategically located across Brazil’s main livestock regions, Friboi’s processing units feed a global distribution platform reaching 150+ countries: delivering consistent quality, logistical efficiency, and full compliance with local and international sanitary requirements.

+150
Countries

09
Feedlots

41
Processing facilities

14
Distribution centers



A versatile portfolio of cuts and packaging formats, tailored to different market needs and specifications, always with great flavor.





Friboi offers a wide range of cuts and presentations for daily consumption, designed to serve multiple channels, eating habits and operational needs, all under a single and trusted brand.

CHANNEL	APPLICATION	FRIBOI SOLUTION
RETAIL	Everyday meals, family cooking	Wide variety of cuts in consumer-ready packaging
FOOD SERVICE	Restaurants, hotels, catering	Consistent specs, bulk formats, reliable supply
INDUSTRIAL	Processed foods, ready meals	Standardized raw material with full traceability

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1 GARANTEE OF ORIGIN

Behind every Friboi cut is our Guarantee of Origin: designed to ensure the cattle supply chain meets strict standards for traceability, sustainability, animal welfare, and legal compliance. The result is beef that is hormone-free and a guarantee your partners and consumers can rely on.

2 HIGH LEVELS OF FOOD SAFETY

Every Friboi product is produced under strict hygiene, traceability, and sanitary control protocols, including HACCP (Hazard Analysis and Critical Control Points), certified laboratory analyses, and continuous government inspection. Standardized processes and ongoing internal and external audits guarantee uniform quality across every shipment. Quality is not a checkpoint. It is built into every step of our process.

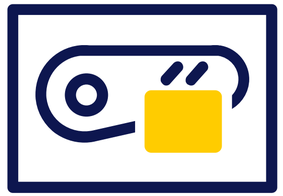


3 COMMITMENT TO CONSISTENCY

Standardized processes ensure specification stability, batch-to-batch consistency, and confidence in every delivery.



Yellow fat not allowed



Vacuum-sealed packaging and others custom formats available



Meeting different needs and specifications while ensuring great flavor



Standardized product quality, with classified carcasses


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