



— IRELAND'S —

FINEST ORGANIC BEEF



CRAFTED BY NATURE, PERFECTED BY EXPERTISE



NATURE'S GOLD STANDARD

The Premium Butcher Organic represents the pinnacle of Irish organic beef. We combine traditional farming values with modern sustainability practices to deliver beef that is as pure as nature intended. Our mission is simple: to produce exceptional Irish organic beef while protecting the land for generations to come.

WHY ORGANIC MATTERS

Organic farming is more than a method – it's a mindset. For our farmers, it means:

- Respecting the natural environment.
- Caring for animal welfare above all else.
- Producing beef that is healthier for consumers and better for the planet.

Organic beef is lower in saturated fat, higher in omega-3 fatty acids, and rich in antioxidants like vitamins A and E. It's the natural choice for those who value quality and wellbeing.



Organic
BIO



CERTIFIED EXCELLENCE

At the heart of our premium quality organic beef is Ireland's lush pastureland. Our cattle graze freely on nutrient-rich grass, enjoying the mild climate that allows outdoor living for most of the year. This harmony between land, livestock, and farmer creates beef of unrivalled flavour and tenderness.

PASTURE RAISED. ALWAYS.

- 100% organic pasture diet – no routine medicines.
- Regenerative farming practices to replenish soil health.
- Smaller herds for attentive care and natural behaviour.
- Healthier beef for consumers: lower saturated fat, higher omega-3s.



TRACEABILITY & QUALITY ASSURANCE

Every cut is fully traceable from farm to fork. Independent audits by certified organic bodies guarantee compliance with the highest standards of food safety. Our reputation is built on trust – and we never compromise.

TENDERNESS PERFECTED

Our beef undergoes a meticulous maturation process to ensure exceptional tenderness and flavour. This commitment to quality means every bite delivers the premium experience our customers expect.

We've combined tradition and innovation to create the next generation of premium quality beef. Truly Tender® is our unique, patented process that has been independently* verified to produce more consistently tender beef. What this means is that the steak you get from The Premium Butcher Organic is not just tender it's Truly Tender®.

*Validation studies conducted by the University College Cork in Ireland

ANIMAL WELFARE FIRST

Our farmers prioritise animal wellbeing. Cattle roam freely, graze naturally, and live stress-free lives. This is farming as it should be – ethical, sustainable, and respectful.

SUSTAINABILITY AT OUR CORE

We believe farming should give back to the land. That's why we:

- Plant native trees and create biodiversity zones.
- Implement water management systems to protect natural resources.
- Support regenerative agriculture to safeguard soil health.
- Reduce carbon emissions in line with science-based targets.
- Minimise waste through circular economy principles and eco-friendly packaging.



FIND OUT MORE:
www.planfourzero.com



QUALITY WITHOUT COMPROMISE

WHERE PREMIUM BEGINS & NEVER ENDS

Quality starts at the farm gate and flows through every stage of production. We source only the finest steers and heifers, slaughtered under 36 months, ensuring naturally tender and flavourful beef every time.

Once in our facilities, our beef is matured using a carefully controlled process designed to maximise tenderness and taste. Every cut is expertly butchered to meet the exacting specifications of our customers. Our dedicated quality assurance team oversees every step, complemented by rigorous independent audits. This relentless pursuit of excellence is why The Premium Butcher Organic is trusted by leading retailers and foodservice partners across Europe.



Our Promise:

Premium organic beef from certified organic farms.

Precision butchery tailored to customer needs.

Continuous improvement and innovation backed by independent audits.

WHY CHOOSE THE PREMIUM BUTCHER ORGANIC?

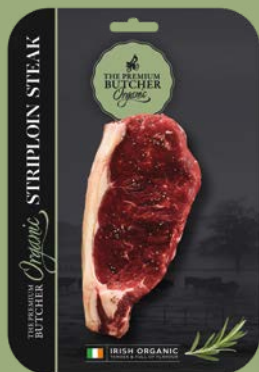
- Fully Certified Organic Beef from certified organic Irish farms.
- Only ever from prime cattle under 36 months.
- Grass fed, free to roam and finished with organic feed.
- Growth hormone free.
- High in Omega 3 and essential vitamins and minerals.
- Exceptional taste and tenderness.
- Precision butchery tailored to customers needs.
- Fully traceable and processed in our facilities operating to the highest levels of global food safety.
- Trusted by customers worldwide including leading retail, foodservice and manufacturing partners across Europe.
- Transparent sustainability commitments.





CONTACT US

Email: sales@dawnmeats.com



CERTIFIED ORGANIC (BIO)

100% IRISH

ORGANIC PASTURE-BASED DIET

RAISED AS NATURE INTENDED

ANIMAL WELFARE FRIENDLY

TRULY TENDER™

GMO / HORMONE FREE

