BLACK ANGUS 200+ DAYS CORNFED MARBLING SCORE 3+

BLUE LABEL

Rioplatense

BY

CARNIMEX

BOUTIQUE MEAT IMPORTER

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CARNIMEX

We work with nature. The well-being of our animals results in prime beef, a product we are proud of. The better they live, the better the meat, the better our business. Simple as that.

As we’re in the meat importing business for over 50 years, we have great respect to traditions. We celebrate our heritage, but always seek for new refreshing opportunities to stay relevant and lead our industry.

Our goal is to become an industry leading and transparent boutique meat importer with complementary private labels, focusing on quality, innovation, animal wellbeing, and sustainability. With the support of the Carnimex team, suppliers, and supply chain we can create a unique and competitive value proposition. Something we’re proud of and passionately work for every day.

Every decision we make, is based on meeting our customers’ demands and their appreciation for quality. You’ll find our headquarter in Rotterdam, the city rightfully labeled as ‘The gateway to Europe’.

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AMERICAN BEEF MADE IN ARGENTINA

Blue Label stands for high-quality, reliable premium beef. We offer 200-day corn-fed Angus, raised in the green pastures of Argentina.

The choice for corn-feeding is deliberate. Our partner Ríoplatense, one of Argentina's leading producers, focuses strongly on the American market, where Angus cattle are typically finished on corn. This feeding method creates the slightly sweeter and fuller flavor people expect from American-style Angus. By using the same approach, Blue Label delivers "American Angus made in Argentina", but at a much more affordable price.

In this region of South America, the cattle live outdoors all year round. They enjoy fresh air, a mild coastal climate, and plenty of space — about 10,000 m² per animal. This natural way of raising cattle contributes directly to the quality of our beef.

We start with carefully selected Angus cattle known for strong genetics and good health. After 200 days on a corn-fed diet, the animals develop the tenderness and flavor that define Blue Label. During production, we apply clear standards for marbling, selecting only beef between MBS 3 and MBS 9.

The calm, open environment in which the cattle grow helps reduce stress and supports ethical farming practices. Combined with the fertile land of Argentina, this results in beef that is consistently tender, flavorful, and high-quality.

Blue Label Beef has become a trusted choice for chefs and meat lovers worldwide — a product built on care, experience, and dedication.

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RIBEYE

Blue Label’s ribeye, crafted from Angus cattle raised on a 200+ day corn-fed diet, is a true delight for steak lovers. This premium cut features an impressive marbling pattern that isn’t just visually appealing — it plays a major role in the quality of the meat.

By applying a strict selection on marbling score, Blue Label ensures that only ribeyes with the ideal balance of intramuscular fat are chosen. This marbling melts during cooking, creating exceptional tenderness and a rich, juicy flavor that stands out on the plate.
The result is a ribeye that consistently delivers the depth, softness, and full taste that even the most demanding steak enthusiasts look for.

Product specification	Cube roll lip off, caudal edge of the 5th rib to the 11th rib inclusive
Meat quality grade	Angus 200+ days - cornfed
Pieces per case	4 - 6 pieces per case
Weight per piece	3.0- 4.0kg per piece
Weight per case	15.0kg - 20.0kg per case
Shelf life	120 days from production
Country of origin	Argentina

STRIPLOIN

Blue Label’s striploin is known for its fine, evenly distributed marbling. Unlike a ribeye, where the marbling is more pronounced, the striploin has a more subtle pattern.
This lighter marbling adds tenderness and enhances the flavor without making the cut too fatty. By carefully selecting only striploins with the right marbling level, Blue Label ensures a perfect balance of taste and texture in every piece.

Whether grilled, roasted, or pan-seared, Gold Label’s striploin consistently delivers high-quality results that both chefs and home cooks appreciate. It’s a premium cut that brings restaurant-level quality straight to any kitchen.

Product specification	Striploin Chain Off
Meat quality grade	Angus 200+ days - cornfed
Pieces per case	4 pieces per case
Weight per piece	3.5kg+ per piece
Weight per case	15.0kg - 20.0kg per case
Shelf life	120 days from production
Country of origin	Argentina





TENDERLOIN

Blue Label's tenderloin is loved for its incredibly soft, melt-in-the-mouth texture. Because this cut has naturally very little fat, marbling plays a smaller but important role: even the small amount of fine marbling adds to its smoothness and helps keep the meat juicy. By selecting only tenderloins that meet strict quality and marbling standards, Blue Label ensures a consistently tender and elegant result every time.

Whether served as medallions, châteaubriand, or filet mignon, Blue Label's tenderloin offers a luxurious eating experience that appeals to both professional chefs and home cooks. It's a cut known for finesse, reliability, and a premium finish on every plate.

Product specification	Tenderloin chain off
Meat quality grade	Angus 200+ days - cornfed
Pieces per case	8 - 10 pieces per case
Weight per piece	1.35kg+
Weight per case	15.0kg - 20.0kg per case
Shelf life	120 days from production
Country of origin	Argentina

PICANHA

Blue Label’s picanha is loved for its tender texture and its signature fat cap — the key to the cut’s rich flavor. During cooking, this fat layer caramelizes beautifully, adding juiciness and a deep, savory taste that makes picanha a favorite among chefs and barbecue enthusiasts around the world.

Thanks to a careful selection on marbling and overall fat quality, Blue Label chooses only picanhas that deliver the right balance between tenderness, flavor, and moisture. Whether roasted whole, sliced into steaks, or grilled the traditional Brazilian way, Blue Label’s picanha offers consistent quality, great juiciness, and a satisfying flavor that keeps customers coming back. It’s a standout cut that brings together tradition, quality, and excellent value.

Product specification	Picanha
Meat quality grade	Angus 200+ days - cornfed
Pieces per case	10-12 pieces per case
Weight per piece	1.5kg per piece
Weight per case	15.0kg - 20.0kg per case
Shelf life	120 days from production
Country of origin	Argentina




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HOW TO ORDER

When you want to order Blue Label from Carnimex, just pick up the phone and call the designated number. Your contact person will help you place your order and provide all the information you need. If you have any questions or need extra assistance, they will guide you through the process. At Carnimex, we make ordering simple, professional, and focused on delivering top-quality beef straight to your doorstep.







“MEAT FROM AROUND THE WORLD DELIVERED AT YOUR DOORSTEP IN 2 DAYS”

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