



PURE
SOUTH®

HANDPICKED

NEW ZEALAND



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Generations in the Making — A Carefully Curated Journey of Authenticity

Pure South Handpicked is a story of care, quality, and expertise — delivering an exceptional meat eating experience every time. For generations our farmers have embraced natural farming, prioritising animal well being and sustainability.

Combining rigorous animal selection and independently verifying the quality with digital technology, we produce free-range, grass-fed meat with no added hormones. Only the finest cuts are hand-selected and perfectly aged. The proof is in the eating.



What Makes Us Distinctive

- 1 The Best of Nature — Free range, grass fed and antibiotic free with no added hormones. Natural, nutritious, great tasting meat
- 2 Grown with Care — Low carbon red meat.* Outstanding animal well-being, animals are grown ethically and sustainably
- 3 Meat Eating Experience, the proof is in the eating. Innovative technology independently validates meat quality and consistency to ensure an exceptional meat eating experience every time.

*Based on LCA study, GWP100 farmgate live weigh.

Source: Life Cycle Assessment, Ag Research, New Zealand, 2021

Pure South Handpicked 42+ & 55+ Days Aged Beef

A culinary journey of innovation and tradition. Aged for 42+ or 55+ days, an artistry few dare to replicate, Handpicked beef offers a flavour profile that's both deep and nuanced. Winning accolades on the global stage, Handpicked Beef stands as a harmonious blend of marbling and texture, delivering a meat eating experience that is unparalleled in its taste and authenticity.

Pure South Handpicked 10+ Days Aged Venison

Ethically sourced and meticulously curated. Handpicked venison boasts a flavour that's robust yet refined, a true reflection of it's natural — almost wild — habitat. A lean meat that offers a delicious culinary experience.

Pure South Handpicked 10+ Days Aged Lamb

Grown in New Zealand's pristine pastures, a testament to nature intended farming, outstanding animal care, rigorous selection and impeccable standards. Every cut echoes a commitment to authenticity, celebrating the lambs' inherent qualities and flavours. Carefully aged to perfection to ensure the meat creates an exceptional, unmatched experience — tender and rich, capturing the very essence of New Zealand's landscapes in each bite.





Meat Eating Experience (MEE_x)

Alliance is excited to launch the Meat Eating Experience — independent validation that the proof really is in the eating. The layers of nature, care and expertise are independently verified against key criteria to ensure a consistent, exceptional meat eating experience.

In pasture-based livestock production systems, intra-muscular fat (IMF) has a strong correlation with polyunsaturated fat including omega fatty acids. These are healthy fats which are good for nutrition. IMF is also a key driver of tenderness, juiciness and flavour.

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