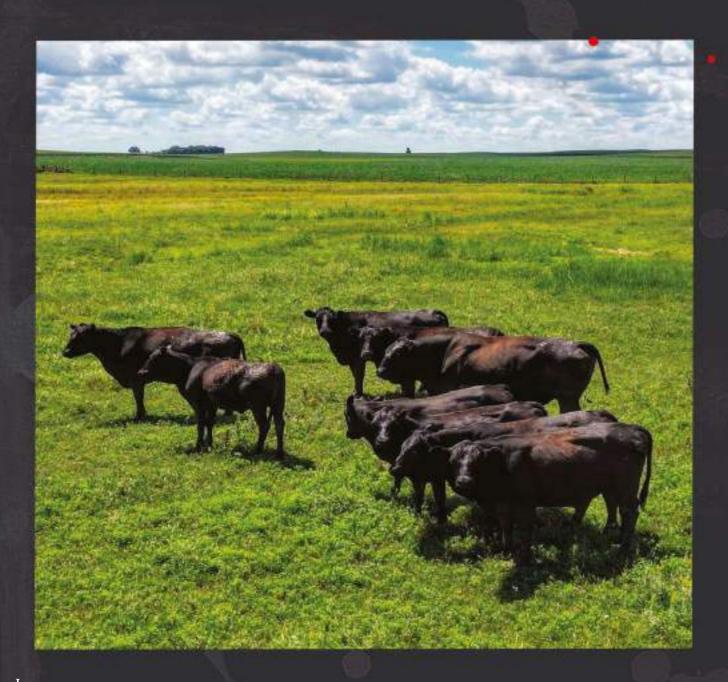


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The Uruguayan Beef

Uruguay, a small South American country with a population of about 3.5 million, is a giant in the world of beef production. Located between Argentina and Brazil, it boasts a mainly flat and fertile territory, characterized by vast grassy pampas, a temperate climate with abundant rainfall and a natural biodiversity that favors extensive livestock farming.

With over 12 million head of cattle —about four times the number of inhabitants — Uruguay is the country with the highest ratio of cattle per inhabitant in the world. Its meat industry has historical roots dating back to the 16th century, when the Spanish introduced livestock to the region, resulting in a gaucha tradition similar to that of Argentina.

The system is pasture-based and grazing extensive, typical of Uruguay: animals graze freely on natural grasslands (pampas) for most of their lives, (grass-fed) on ranches with low density. Everything is traceable via blockchain or INAC (National Meat Institute of Uruguay) systems, guaranteeing origin from certified farms.

The distinctive step is a grain finish for at least 200 days - using non-GMO corn, barley and soybeans in controlled rations.

This promotes intramuscular fat accumulation, increasing marbling without excess.

Our Signature

INK is famous for its iconic and minimalist packaging design, often with modern graphic elements that evoke essence "ink", such as black packaging or with elegant prints that emphasize luxury and purity.

The cartons are attractive, with labels highlighting the marbling and Uruguayan provenance, making them perfect for premium retail. This visual aspect contributes to its popularity in European markets, where packaging is a key factor in standing out.







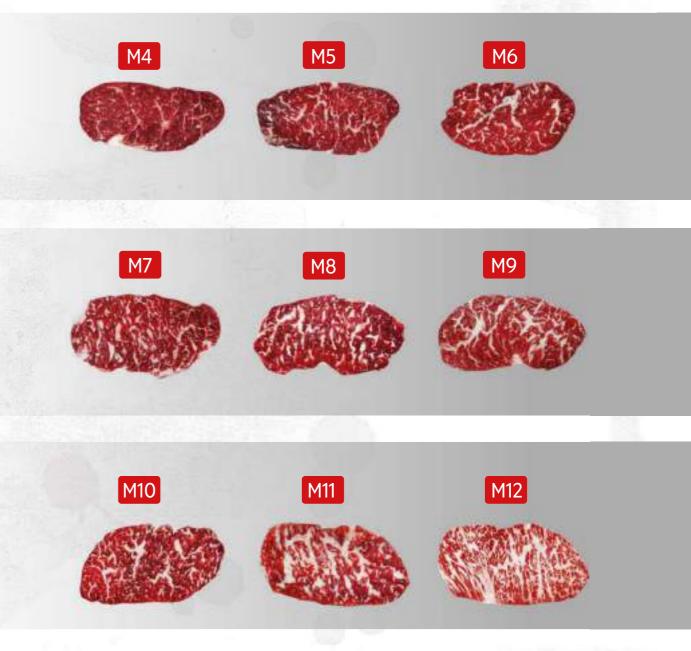
General Quality

INK offers premium beef with **7+ marbling** (on a BMS - Beef Marbling Standard scale, where **7+** indicates exceptional marbling, similar to the Japanese Wagyu A5 but more accessible). The meat is intense red, with fine streaks of fat that melt in the mouth, ensuring extreme tenderness (up to 300% more tender than standard beef).

Breeds and Genetics

INK is classified as Wagyu FI: a first generation cross (FI means approximately 50% pure Wagyu and 50% other bovine breed). Typically, it is a cross between fullblood Wagyu bulls (a Japanese breed known for marbling) and local Uruguayan cows, such as Black Angus or Hereford.

This hybrid is designed to maintain the high marbling of Wagyu while improving growth, flavor "beefy" (more robust and less mild), and adaptability to the Uruguayan climate. The animals are 100% traceable from birth to slaughter, with emphasis on ethical and sustainable practices.





Striploin





Ribeye



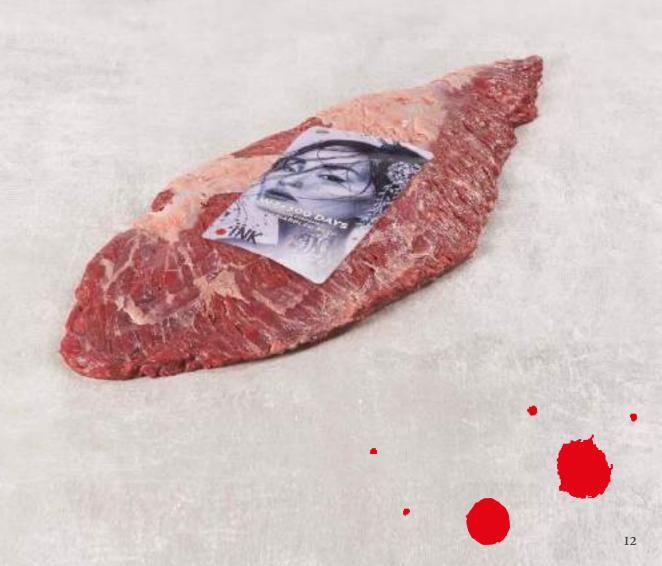


Picanha



Flank Steak







Our Cuts

The Ink selection is classified as "premium" for color, texture and absence of defects and artificial additives.

The diet is designed to promote intramuscular fat accumulation, thanks to the **grain-finishing phase that** maximize marbling (typical of Wagyu).

The cuts selection is characterized by incredibly soft and juicy meat with an intense "umami" flavor, high in fiber, natural starches and healthy fats, GMO-free.

This **natural approach** is what makes meat "healthy" and residue-free, differentiating it from other production.

