



## KEPAK GROUP

### Company address

The Hatch, Clonee,  
Meath

### Contact details

Jiang Bian

[kepak.com](http://kepak.com)

### Channel:

Foodservice

Manufacturing

Online

Retail

Kepak Group is Ireland's most innovative meat company with a rich heritage of over 50 years of meat craft.



From the establishment of a family owned butcher shop in Dublin in 1966, Kepak have grown significantly and today the group has a turnover of €1.6bn and employees over 5,000 people. Kepak has 14 manufacturing facilities throughout Ireland and the UK with sales offices in Europe, the US, Asia and Africa. The group processes 500,000 cattle, 1,700,000 lambs and 450,000 pigs per year and markets a broad range of fresh and value added meat products serving the foodservice and retail markets.

Innovation and quality is the lifeblood of Kepak Group's business ethos. Kepak continuously invest in consumer insight and innovation through research and development. As a founding member of Origin Green, the group has a strong reputation for sustainable food production and farming practices. Kepak have a portfolio of market leading brands including Rustlers, Big Al's, John Stone, Stript Snacks and Celtic Beef.

## Why Us

We have learned our craft from the ground up. Our humble beginnings in our butchers shop in Dublin taught us the value of craftsmanship and of the deep rooted skills, care and attention to detail this demands from the farmer right through to the consumer. We offer primary processed and value-added Beef, Lamb and Pork including foodservice ranges of chef-ready steaks, joints, minced & diced product and fresh & frozen burgers. In addition, we offer our customers a full range of packaging including skinpack, vac pack and retail packing. At Kepak, consumer insight and innovation are at the heart of what we do. From our expertise in these areas, we have developed a portfolio of leading brands that are successful in the chilled convenience and frozen meat categories in markets across Europe.

Our product range

**KEB**

The logo features the letters 'KEB' in a bold, sans-serif font. The 'K' and 'E' are dark blue, while the 'B' is red. The 'B' is stylized with a thick, rounded top and a thick, rounded bottom. The 'K' is also stylized with a thick, rounded top and a thick, rounded bottom. The 'E' is a standard sans-serif 'E'.

Chilled Beef, Lamb & Pork  
Frozen, Beef, Lamb, Pork, Poultry & Seafood  
Slow cooked meats  
Value-added meats

## Markets

Africa  
Asia Pacific  
China  
Europe  
Middle East  
North America  
UK & NI



- Protecting and enhancing biodiversity around the company's sites and farms of suppliers is a key component of Kepak's agriculture pillar.
- Kepak is a founding member of the Irish Business & Biodiversity platform and a supporter of the All-Ireland Pollinator plan.
- Together with Trinity College Dublin and the Irish Research Council, Kepak has funded pioneering research to enhance pollinator diversity.
- As part of this project, Kepak designated biodiversity champions at site level who conduct and monitor biodiversity.
- The company conducted biodiversity research at Kepak Farm which acts as a

knowledge transfer centre for implementing farm friendly biodiversity actions via its partner farming network.

- Kepak is also an operational partner of the BRIDE valley biodiversity project.
- The project aims to design and implement a results-based approach to conserve, enhance and restore habitats in lowland intensive farmland.

## Our Accreditations

- BRC
- Halal
- Organic
- Origin Green Verified

## Our Awards

World Steak Challenge

Great Taste

Blas na hEireann