



Euro USA

The Leading Source for Fresh Premium Meat





Our **mission:**

Euro USA is committed to sourcing and distributing the freshest, best tasting, most consistent quality meat products available.

HISTORY

Euro USA was founded in 1986 by two partners who recognized the potential for specialty foods in the retail and food service industries.

These partners' **passion** for truly high quality artisan foods led to them into business, and the market responded enthusiastically. As the American appetite for new and unusual foods grew, Euro USA became a leading importer and distributor of European cheeses, olive oils, pastas, confections, spices, and charcuterie. Today, Euro USA offers more than 6,000 unique items, ranging from premium meats and seafood to fresh pasta and aged balsamic vinegars.

QUALITY

Quality is the **foundation** upon which the Euro-USA and Pat LaFrieda Wholesale Meat Companies were founded. All beef, veal, lamb and pork products are sourced from the highest quality singular producers in the United States. Unlike the vast majority of processors who source product from any number of mass produced operations, LaFrieda Meats sources their product from singular sources whose criteria for selection are rigidly defined. This ensures an end product that delivers a consistently superior eating experience. In an industry wrought with misrepresentation, Euro-USA is proud to produce grade and age **verification** on every beef product that passes through your door. Though not required, this additional step provides the end user the assurance that all products are the result of a 21 day minimum verified dedicated aging program and that all grade representations are fully represented.

SELECTION

LaFrieda Meats has been chosen by Creekstone Farms Premium Beef as the Master Distributor of their products for New York City. In return, Creekstone Farms selects only specific carcasses which meet the stringent criteria for selection established by LaFrieda Meats. They begin with animals raised by privately owned rancher partners from corn belt states, including Kansas, Iowa, Nebraska and Oklahoma. All animals sourced for selection are 100% genetically verified Black Angus cattle – recognized in the industry as the **best marbling** breed available. Upon arriving at Creekstone, cattle graze in lush pastures and benefit from a humane animal treatment program that mandates all animals be handled compassionately and humanely.

CRAFTSMANSHIP

LaFrieda Meats is the quintessential custom butcher whose individual craftsmanship is **unparalleled** in today's butcher industry. LaFrieda operates 24 hours a day, Monday through Friday. Pat LaFrieda himself oversees operations from 9 PM to 7AM daily when the vast majority of orders are processed so that he can personally ensure each order is cut to exact specifications. From custom trimmed primals to portion controlled steaks and custom burger blends, Pat LaFrieda Meats has taken the word "craftsman" to a new level.



CUSTOMER SERVICE

The cornerstone of Euro USA's business is world class customer service. Our people make all the difference, and with over 100 years of combined food experience, it's not only our business...it's our passion! Euro USA demonstrates its **commitment** to service daily by delivering premium fresh meats on our own trucks – the cleanest, best-organized delivery fleet in the business.* The pride of Euro USA's operation is evident in its efficiency, its obsession with customer service, and its high caliber product mix. We want to ensure that we are not just meeting, but exceeding your expectations.



*Euro USA delivers to the following cities on our own trucks: MI (Ann Arbor, Detroit), IN (Indianapolis), OH (Cleveland, Columbus, Cincinnati, Dayton), KY (Louisville), PA (Pittsburgh, Philadelphia), CT (Greenwich), NJ (Princeton), DE (Wilmington), MD (Annapolis, Baltimore, Montgomery County), DC (Washington), VA (Northern Virginia, Richmond, Roanoke, Norfolk, Williamsburg), NC (Asheville), NC (Winston-Salem).

Pat LaFrieda

*“Wholesalers like Pat LaFrieda have practically become **rock stars** for the custom burger blends...”*

– New York Magazine

Euro-USA is proud to announce its partnership with the Pat LaFrieda Wholesale Meat Company as the **exclusive** distributor of the finest quality meat program in the country. Located in the heart of Manhattan, Pat LaFrieda has served as the preeminent butcher to the highest profile steakhouses in New York for over 90 years.

Pat LaFrieda was 22 years old when he took over the family meat business, Pat LaFrieda Wholesale Meats. But instead of running the business the same way his father and grandfather did before him, the third-generation owner has become a **key player** in the gourmet hamburger movement – supplying custom meat blends to some of New York's best-known restaurants and working with such big name chefs as Mario Batali, Danny Meyer and Laurent Tourondel.

Operations at their **state-of-the-art** federally inspected facility are managed nightly by none other than Pat LaFrieda himself. Through diligence and innovation, Pat LaFrieda has risen to celebrity status as “The magician of meat” with his line of custom burger blends helping to fuel the haute burger craze.

“If carnivores really want to get respect, they need to name-drop cult butchers like Pat LaFrieda”

– New York Post



*Importers and Distributors of Specialty Foods,
Fine Wines and Fresh Seafood*

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