



News Release

For Immediate Release

Media Contact: 773-746-7077

Kerri McClimen, Niman Ranch

kerri.mcclimen@nimanranch.com

Nathan Bennett

President and Chief Financial Officer

West Coast Prime Meats, LLC

P: 714-255-8560; C: 949-735-4284

nathan.bennett@westcoastprimemeats.com

West Coast Prime Meats partners with Niman Ranch in S. CA and Las Vegas, NV *Sustainable agriculture leader and independent southern California distributor to introduce Certified Humane® and Sustainable Choice and Prime Beef for restaurants and chefs across the Southwest*

Northglenn, Colo. (November 20, 2018) – Niman Ranch, the pioneering leader in natural, humanely and sustainably raised beef, pork, and lamb, today announced a new partnership with West Coast Prime Meats in Southern California. One of the largest independent distributors in the Southwest, West Coast Prime Meats, will add Niman Ranch Certified Humane® choice and prime beef for the first time to their premium center of the plate product list. West Coast Prime distributes to the finest restaurants, hotels, resorts, and country clubs throughout southern California, Nevada, Arizona, and Hawaii.

Founded in 2001 by the original partners of the Claim Jumper Restaurant chain, the company started buying meat directly from the packers, portion cutting steaks, and distributing to the chain's 47 locations. In 2010 the partners incorporated as West Coast Prime Meats and transitioned from an internal business unit to a full-service protein provider to the food service industry guaranteed to help customers succeed. Through their restaurant experience, they have intimate knowledge working with chefs on custom products, cuts and trims, custom blends and special packaging and convenient delivery windows. The experience, quality, and flexibility set West Coast Prime apart from the broad line distributors.

Customers like Chef Travis Flood of Alexander's Steakhouse, Chef Eric Ernest at University of Southern California, Chef Hector Zamora at the Hotel Avenue of The Arts, , Chef Patrick at 1500 Ocean at Hotel del Coronado , and Chef Alex Emery at La Valencia are just a few of the best in the industry who have come to rely on West Coast Prime. Introducing Niman Ranch high-quality meats with no antibiotics or hormones – ever, will provide sustainable, top of the line upper Choice and Prime product, along with dry-age beef, to elevate the center of the plate. The West Coast Prime sales team and support staff are trained and focused on the new products for chef-driven fine dining, in addition to casual and fast casual and hotel restaurants known for the best tasting products in the market.

“With more demand for responsibly sourced products, we are thrilled to add Niman Ranch to our roster. We've already learned so much from their network of farmers and ranchers. We hear so many more chefs starting to ask important questions such as ‘How do we know the rancher is not using antibiotics?’ and ‘What does it mean to be sustainable?’, “said Nathan Bennett, president and chief financial officer of West Coast Prime Meats, LLC. “We as a company are growing to know and understand the true answers to these questions because of transparent partners like Niman Ranch. It is now our job to educate and espouse the correct information to our customers and chefs so responsible products and sustainable practices, like those that Niman Ranch represent, can reach the end consumer.”

“West Coast Prime came to us with a genuine interest in the high standards and protocols our farmers and ranchers adhere to while producing the finest tasting meat with no antibiotics or hormones ever. That says a lot about our shared commitment to lead the industry,” said Kay Cornelius, vice president of food service and retail. “We are committed to servicing the best restaurants and chefs with sustainable and humane beef, pork and lamb that in turn support our network of independent family farmers and ranchers. We’re excited about the opportunity to work with a like-minded partner and grow our presence in these important markets.”

Niman Ranch is the largest farmer and rancher network in the Western Hemisphere to be 100 percent third-party-certified under the Certified Humane® program. Their community of more than 720 small, independent U.S. family farmers and ranchers adhere to some of the strictest animal welfare protocols in the industry. Niman Ranch products are all sustainably raised without the use of antibiotics or hormones - ever.

###

With more than 40 years as an industry leader, [Niman Ranch](#) is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat™. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations

Founded in 2010, [West Coast Prime Meats](#) is the leading independent foodservice distributor in Southern California, Nevada, Arizona and Hawaii for premium center-of-the-plate products. Our team of over 250 employees is a collaboration of award-winning restaurant operators and professional steak cutters with decades of experience. Our dedicated support staff understand the chef and hospitality operator’s need for the best quality products, consistently portioned, and reliably delivered.