



BRAWLEY BEEF

“CONSISTENTLY TENDER, ALWAYS FLAVORFUL.”



Brawley Beef's heritage of consistently tender, always flavorful beef is a trademark of our commitment to quality. We take pride in offering our customers consistency and performance. Brawley Beef has a comprehensive product offering available from USDA Prime to Select.

OUR STORY

At Brawley Beef, our families have been raising cattle in southern California, specifically in the Imperial Valley, for generations. Several ranching families founded and built the Brawley Beef facility over 20 years ago with the goal to introduce quality beef from California in the marketplace. Now a new generation has taken on this brand to make it a leading beef company once more.

- Dependable supplier's year after year for unvarying uniformity
- Exclusively produced at our state-of-the-art processing plant in Brawley, California
- High-quality beef that delivers great flavor and bold character
- USDA Prime, Choice, and Select
- Comprehensive product line

CONSISTENT QUALITY

Quality beef begins with quality cattle. Brawley Beef consistently delivers beef that is always tender, juicy and flavorful. Our beef is known for fine textured marbling, tenderness and its taste. We ensure that the cattle meet our selection criteria and uncompromising standards for quality. All Brawley Beef cattle are grain-fed, producing flavorful beef that consumers recognize and prefer. Brawley Beef is USDA Certified to ensure that all our specifications are upheld.

FLAVOR

Our cattle are fed a mixture of high quality alfalfa, grass, and steam flaked grains. In our experience, this is what lends to the extraordinary flavor of our beef.



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