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MIRAB LAUNCHES NEW RANCHER'S BRAND IN EUROPE

TAYLOR, MICH./Apr. 2 – MIRAB UK, Inc., recently announced its launch of a new line of Rancher's Brand Meat Snacks that is now available in Europe and the Middle East.

Current offerings in the Rancher's Brand line are the Traditional Soft & Tender™ Beef Jerky in Original, Peppered, Honey Barbecue and Worcestershire Sauce flavors and Beef Steak Nuggets in Original and Peppered flavors. Mirab offers pre-clipped 25g and 50g packages for each item.

Gary Crawford, President of Mirab, understands how important it is to constantly expand the business into new markets, and is extremely excited about the prospective opportunities the Rancher's Brand may bring.

"Beef Jerky is still relatively new in the European and Middle Eastern Markets. We are taking the necessary steps to ensure that Mirab is reaching out to our new potential customers all over the globe," Crawford said. "It's a very exciting time for Mirab and it is looking to be a promising future for the company."

The Rancher's Brand is in the early stages, but as consumers become more aware of meat snacks, Mirab will roll out additional items such as organic beef jerky, beef steak bars and kippered beef.

For more information on the Rancher's Brand line of products please visit www.RanchersBrand.com, or email info@RanchersBrand.com.

Mirab, a member of the Marfrig Group, is the world's largest supplier of private label beef jerky with customers throughout the United States, Canada and Europe. For more information about Mirab visit www.mirabuk.com, e-mail jerky@mirabuk.com, or call +1-313-292-4100.

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