



American, Australian, New Zealand Lamb

For three generations, the Strauss family has provided the highest-quality, best-tasting, most consistent lamb available to our prestigious clientele. Today, we are building upon that tradition as the nation's premier supplier of American, Australian and New Zealand lamb.

Strauss Imported Lamb

Quality from Pasture to Plate

Strauss® Brands' imported lamb program is rooted in over 30 years of experience with our Australian and New Zealand ranchers, producers, processors and export partners. We work with our vested partners to ensure consistent delivery of the highest quality imported lamb from pasture to plate. Our dedicated suppliers have sustained our ever-growing product needs, while adhering to our unwavering raising and processing protocols—providing our customers with peace of mind in every box of Strauss® imported lamb.

Strauss® imported lambs are:

- Naturally free range
- Never administered growth promotants
- Never administered subtherapeutic antibiotics
- Halal Certified, upon request

Australian Lamb

From the vast land “Down Under” where lambs graze freely in succulent meadows, Strauss® Australian Lamb's subtle flavor and exceptional tenderness is the result of careful breed selection, natural raising methods and early harvesting. Our proprietary selection program ensures that our lambs have the highest yields—satisfying the needs of even the most discerning customers.

New Zealand Lamb

Our New Zealand lamb is grazed on some of the world's most fertile pastures. The temperate, subtropical climate, ample rainfall and emerald green pastures produce lamb with classic flavor, exceptional tenderness and small portion sizes. We have assembled a network of farmers and ranchers to raise our classic New Zealand lamb to meet our customers' discriminating needs.





Fresh American Lamb

Quality, Flavor, Tenderness

The Strauss family has partnered with the best sheep producers in the nation to deliver the most tender, flavorful and consistent lamb available. All Strauss® American lambs are:

- Born and raised in the USA by independent family farmers
- Never administered growth-promoting hormones
- Source-verified Midwestern and Colorado lamb
- Fed for flavor, and finished on a high-quality grain diet
- Sourced from high-quality, meat breed flocks

Raised with Pride, Handled with Care

Strauss® is unique in offering complete oversight, from family farm to packaging—providing our customers both peace of mind and confidence that every piece will be cut to exact specifications, with the highest level of craftsmanship and food safety expertise.

USDA Choice graded

Sorted and sized carcasses for uniform plate presentation and maximized yields

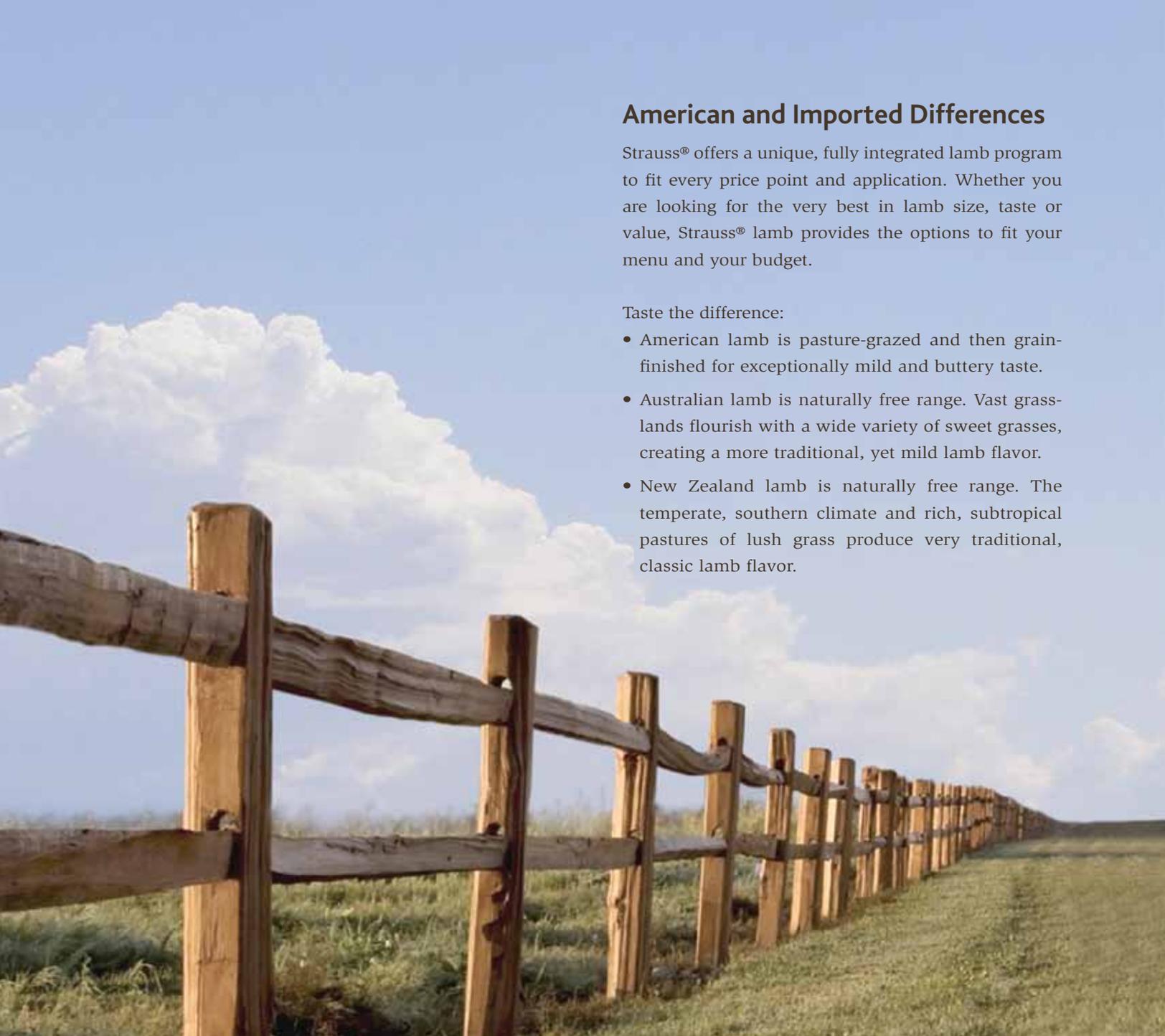
Custom cut to your exact specifications by our artisan butchers

Seasonal variety, including Spring/Easter lambs, Imperial Valley lambs, mutton and goats

Religious offerings: Glatt Kosher and Zabiha Halal

Complete line of labor-reducing, further processed items for both retail and food service

Innovative packaging, from consumer-ready roasts to case-ready chops



American and Imported Differences

Strauss® offers a unique, fully integrated lamb program to fit every price point and application. Whether you are looking for the very best in lamb size, taste or value, Strauss® lamb provides the options to fit your menu and your budget.

Taste the difference:

- American lamb is pasture-grazed and then grain-finished for exceptionally mild and buttery taste.
- Australian lamb is naturally free range. Vast grasslands flourish with a wide variety of sweet grasses, creating a more traditional, yet mild lamb flavor.
- New Zealand lamb is naturally free range. The temperate, southern climate and rich, subtropical pastures of lush grass produce very traditional, classic lamb flavor.

Comparison	American	Australian	New Zealand
Lamb carcass	55–80 lbs	40–55 lbs	30–40 lbs
Frenched lamb rack (cap off)	24–34 oz	20–8 oz	10–20 oz
Bone-in lamb loin	3 lbs	2.5 lbs	1.5 lbs
Boneless lamb strip loin	12–16 oz	8–12 oz	6–8 oz
Boneless lamb leg	7–9 lbs	4.5–6 lbs	3–4 lbs
Ave. age when market-ready	7–11 months	7–11 months	6–10 months