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BELCAMPO MEAT COMPANY OPENS IN DOWNTOWN LOS ANGELES
SUSTAINABLE BUTCHER SHOP MAKES SOUTHERN CALIFORNIA DEBUT AT GRAND
CENTRAL MARKET

LOS ANGELES, CA, March 17, 2014 – [Belcampo Meat Company](#) debuts its first location in Southern California with the opening of their proprietary butcher shop at Los Angeles' landmark Grand Central Market. The old-fashioned butcher shop and lunch counter features organic, humanely-raised meat sourced directly from Belcampo Farms and their state-of-the-art slaughterhouse facility for a completely vertically-integrated business model—the first of its kind in butchery. This farm-to-fork experience offers guests great-tasting, healthy cuts of meat that are 100% sustainable and traceable; direct management of the operation allows Belcampo Meat Co. to create exceptional cured, cooked and value-added meat products while utilizing all parts of the animal for minimize waste.

Belcampo Meat Co. introduced a different model of bringing healthy and pastured, free-range meat to consumers with the opening of their first retail shop in Marin County, California in 2012. All Belcampo product, including both popular and untraditional cuts, is harvested from grass-fed herds and flocks of heritage-breed hogs, cattle, poultry, and rabbits then processed at the company's multi-species USDA-certified slaughterhouse located in Yreka, CA. The Grand Central Market location will feature a diverse selection of meat cuts available in the butchery case to take home as well as a menu of fresh and prepared food items; highlights include:

Belcampo Cheeseburger *5.5 oz dry-aged & grass-fed beef, cheddar & caramelized onions*

Poblano Pork Cemita *Braised shoulder, chipotle, avocado, salsa & queso*

Marrakesh Cheesesteak *Thinly sliced seared goat leg, harissa aioli, feta & arugula*

Chili *Beef & pork, guajillo chiles, Rancho Gordo piquito beans & brown sugar*

Lamb & White Bean Soup *Braised shoulder, Rancho Gordo Tarbais beans, garlic & rosemary*

Since opening in 1917, Grand Central Market has served as a reflection of Downtown Los Angeles' dynamic culture and cuisine by bringing together local businesses and creating a gathering place for Angelenos. Belcampo will add its sustainable and humanely raised meat to the spirited marketplace of entrepreneurs alongside vendors including China Cafe, DTLA Cheese, Eggslut, Kabab & More, Lupita's Seafood, Press Brothers Juicery, Sarita's Pupuseria, Tacos Tumbras a

Tomas, and more.

Belcampo Meat Co is located at Grand Central Market (317 Broadway, Los Angeles, CA; 213-624-2378) and is open 7 days a week from 10 AM-6 PM. For more information visit <http://www.belcampomeatco.com> and connect with us @BelcampoMeat or <https://www.facebook.com/BelcampoMeatCo>

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ABOUT BELCAMPO INC.

Belcampo Inc., helmed by co-founder and CEO Anya Fernald, owns and manages agricultural ventures across the globe that offer unparalleled integrated approaches to food and agricultural businesses. Current active projects are in Shasta, California, Punta Gorda, Belize and Jose Ignacio, Uruguay. Each Belcampo destination shares a commitment to sustainably-managed land and the principles of organic agriculture and is focused on offering delicious and authentic foods via direct-to-consumer retail and unique tourist destinations. Belcampo transforms agricultural ideals into international realities as visionaries and managers of farms, hotels, retail shops, and educational centers. In California, Belcampo Meat Co. is a farm, processing plant, and butcher shop that is redefining the meat industry by offering delicious, sustainably and humanely raised meat. Belcampo Meat Co. offers an old-world experience to consumers interested in purchasing high-quality, healthy and great tasting meats that are raised free-range on 10,000 acres of organic land. All meat sold and served at Belcampo Meat Co.'s butcher shops and restaurants is sourced directly from the Belcampo Farm in Shasta Valley where there is an emphasis on heritage breed animals selected for great taste quality. Belcampo continues its efforts to humanely raise the animals and handle the meat via Belcampo Butchery, one of the few USDA certified, multi-species meat processing facilities to open in California in the past two decades. The first Belcampo butcher shop opened in Marin and is expanding to additional markets including Santa Monica, Santa Barbara, San Francisco, and Palo Alto. By controlling the entire production chain – from the farm, to the slaughter and processing, right through to the point of sale – Belcampo Meat Co. offers an unparalleled experience for consumers concerned about food safety, environmental responsibility, and taste quality. For more information visit <http://www.belcampomeatco.com> and connect with us @BelcampoMeat or <https://www.facebook.com/BelcampoMeatCo>

ABOUT GRAND CENTRAL MARKET

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. Grand Central Market is in the midst of adding a wide array of new vendors with new flavors, cuisines and tastes throughout the marketplace. The new eateries include Sticky Rice, serving authentic Thai "Comfort Food;" Valerie at Grand Central Market, a bakery and coffee shop from acclaimed Valerie Confections; specialty coffee innovators G&B Coffee; Horse Thief, serving Central Texas BBQ; DTLA Cheese, serving domestic and imported cheese dishes; and Eggslut, serving variations of the incredible egg. Along with Belcampo Meat Co., additional upcoming openings include Olio Pizzeria GCM, Berlin Currywurst, Wexler's Deli, and The Oyster Gourmet. For more information visit www.grandcentralmarket.com and connect with us @GrandCentralMkt or <https://www.facebook.com/GrandCentralMarket>.