



BEEF BILTONG

COMPANY PROFILE

**BILTONG EAST AFRICA
CORPORATION (BEAC)**

Kula nyama nyamaza





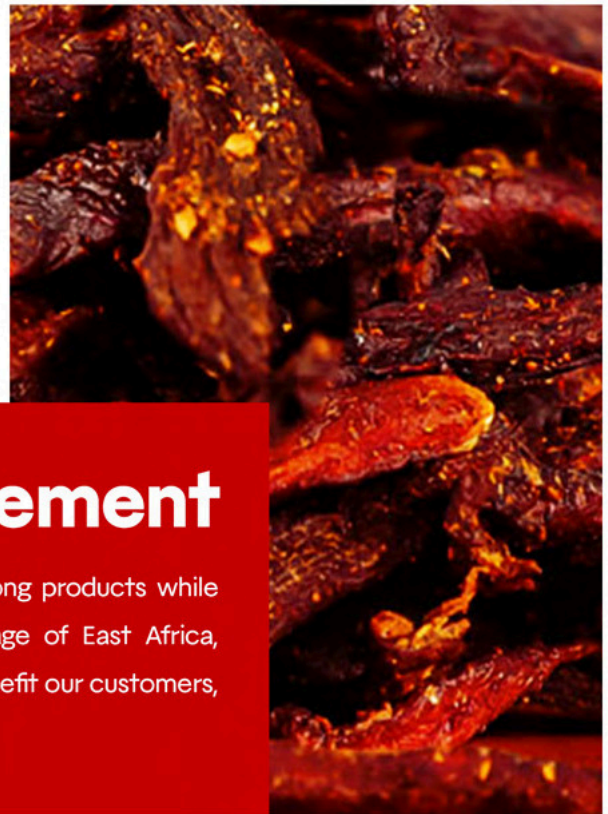
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Overview

Company Profile

BILTONG EAST AFRICA CORPORATION (BEAC) is the East African meat processing industry, specializing in the production of premium biltong since our establishment in 2016. Based in Dar es Salaam, Tanzania, BEAC has quickly gained recognition for our commitment to quality, innovation, and sustainable business practices.



Mission statement

"To deliver exceptional quality biltong products while promoting the rich culinary heritage of East Africa, using sustainable practices that benefit our customers, employees, and communities."

Core values



Quality

We uphold the highest standards in sourcing, processing, and delivering premium biltong products.



Innovation

Embracing modern technologies and techniques to enhance product quality and customer satisfaction.



Sustainability

Committed to environmental stewardship and community engagement.



Integrity

Operating with honesty, transparency, and respect for all stakeholders.



Product offering

Premium biltong Traditional and flavored products made from locally sourced East African beef

Key Strengths

① Premium Quality:

Made from locally sourced beef and prepared using traditional recipes combined with modern processing methods.

② Market Leadership:

A recognized leader in the East African biltong market, trusted for superior product quality and consistency.

③ Customer Focus and satisfaction:

Dedicated to exceeding customer expectations through personalized service and responsiveness.

④ Operational Excellence:

Efficient production processes ensuring timely delivery and optimal product freshness.

How we process our Coy beef biltong snack

Coy Beef biltong is a traditional dried meat snack made from beef.

1. **Beef:** It starts with high-quality cuts of beef, typically lean cuts such as silverside or topside. The meat is carefully selected for its texture and flavor.
2. **Preparation:** The beef is marinated in a mixture of vinegar, salt, spices (like coriander, black pepper, and chili), and sometimes sugar. This marinade not only flavors the meat but also helps in the preservation process.
3. **Drying Process:** After imagination, the meat is air-dried in a controlled environment with low humidity and good air circulation. This drying process can take 72-84 hours to a
4. **Texture and Flavor:** The result is a flavorful, slightly tangy, and often mildly spicy dried meat. The texture of beef biltong is chewy and dense,
5. **Nutritional Benefits:** Beef biltong is a high-protein snack, low in carbohydrates, and typically low in fat depending on the cut of beef used and the trimming of visible fat.
6. **Cultural Significance:** Biltong holds cultural significance in Africa, where it originated as a way to preserve meat in the absence of refrigeration.

Uses of Beef Biltong

Snack

It's commonly consumed as a high-protein snack on its own. Its chewy texture and flavorful taste make it satisfying between meals or during outdoor activities.

Ingredient in recipes

Beef biltong can be used as an ingredient in various recipes:

Salads

Sprinkle chopped or shredded biltong over salads for added protein and flavor.



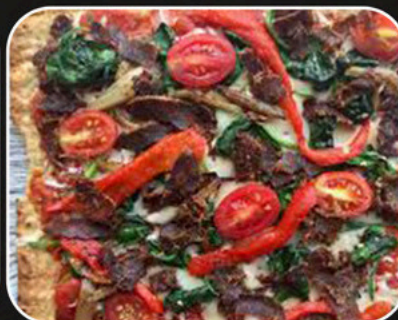
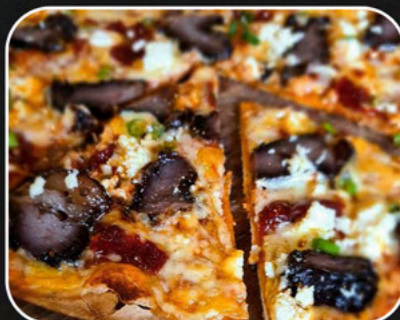
Sandwiches and Wraps

Use biltong slices or strips as a protein-rich filling in sandwiches, wraps, or rolls



Pizza Topping

Add biltong as a topping on pizzas for a unique twist.



Stews and Soups

Incorporate biltong into stews or soups to enhance flavor and add texture.

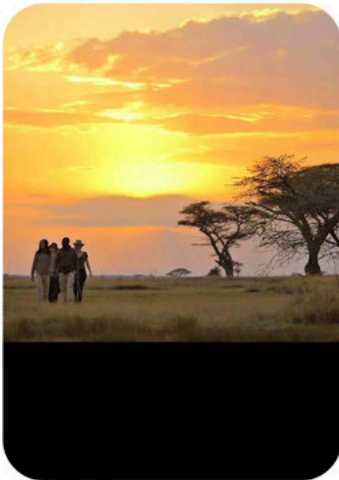


Charcuterie Board:

Serve sliced biltong on a charcuterie board alongside cheeses, fruits, and nuts for a delicious appetizer or snack platter.

Travel and Camping Food

Due to its preservation properties and high protein content, biltong is popular as a travel snack or camping food, providing sustenance without refrigeration.



Gifts

Biltong can be packaged and given as a gourmet gift due to its uniqueness and cultural significance.



Pairing with Beverages

Enjoy biltong with beverages such as Whisky, Gen, beer, wine, . Its savory flavor complements the flavors of various beverages.



HOW DO WE SELL OUR BILTONG

Distribution channels

- ◆ Our beef biltong is readily available in supermarkets
- ◆ Specialty food stores and Restaurant
- ◆ Online platforms such as coybiltong.co.tz and DUKA DIRECT,
- ◆ Direct sales from our Showroom
- ◆ Events sales like Saba saba and Nane Nane
- ◆ Liquor stores, Bar and Pub

Marketing Strategy

We Utilize various marketing channels such as social media, online advertising, influencer partnerships, to raise awareness about our beef biltong.

Partnerships and Collaborations:

We have been Collaborating with other businesses or organizations that align with our brand values or target market. This include fitness centers, sports events, health food stores, or food festivals.



Future Outlook

BILTONG EAST AFRICA CORPORATION (BEAC) is strategically poised for significant growth through expansion into new markets, specifically targeting passengers of key transportation networks. We are excited to announce plans to supply our premium biltong snacks to passengers traveling on:

SGR (Standard Gauge Railway) Passengers:

As the preferred choice for travelers commuting between major cities in Tanzania, SGR offers an excellent platform to introduce our high-quality biltong snacks to a diverse audience.



Air Tanzania Passengers:

With a focus on domestic and international flights, Air Tanzania provides an ideal opportunity for BEAC to showcase our locally sourced and expertly crafted biltong products to air travelers seeking nutritious and flavorful snacks.



Precision Air Passengers:

Catering to both domestic and regional destinations, Precision Air passengers will soon enjoy the convenience and taste of BEAC's traditional and flavored biltong variants during their flights.



Strategic Partnerships and Growth Initiatives

In addition to expanding our presence in passenger markets, BEAC is actively pursuing strategic partnerships with transportation providers to enhance distribution channels and ensure seamless availability of our products to consumers across East Africa.

Commitment to Quality and Customer Satisfaction

Driven by our commitment to quality, innovation, and sustainability, BEAC remains dedicated to delivering exceptional biltong products that meet the highest standards of taste and nutrition. We look forward to enriching the travel experience of passengers with the authentic flavors of East Africa through our premium snacks.

Social media and online presence

Connect with us on social media to stay updated with the latest news, promotions, and behind-the-scenes insights:

Website: www.coybiltong.co.tz

Instagram: [coy_beef_biltong](https://www.instagram.com/coy_beef_biltong)

Facebook: [coy_beef_biltong](https://www.facebook.com/coy_beef_biltong)

YouTube: [coy beef biltong](https://www.youtube.com/coy_beef_biltong)



Follow us for mouth-watering biltong inspiration and join our growing community of biltong enthusiasts!

COY BEEF BILTONG

C.E.O

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