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Marble Meat Company

Company Overview

Crafted by Nature, Perfected by Time

Nairobi, Kenya





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*Product images are for packaging and illustration purposes only and may not represent the actual appearance of the product.

Executive Summary

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About Us

The Marble Meat Company is a premium Kenyan meat brand founded on the heritage and expertise of seasoned local cattle ranchers with over a decade of experience in livestock rearing, feeding, and supply for both local and export markets. The founders bring a legacy of managing and turning over up to 2,000 head of cattle annually, supported by deep knowledge of Kenya's beef value chain — from breeding and feedlot operations to finishing and slaughter.

Rooted in Isinya, Kajiado County — one of Kenya's most established livestock regions — The Marble Meat Company draws from a heartland of fertile red oat grass pastures, a strong ranching culture, and trusted trading networks. The area's long association with halal-certified processing for export and festive local consumption has built a foundation of reliability and trust, particularly among the Muslim community.

The Marble Meat Company represents the evolution of this heritage into a refined, world-class experience through the art of dry aging. Our beef is sourced from grass-started and grain-finished cattle, matured under precise temperature and humidity to achieve exceptional tenderness and flavor. Every cut embodies the patience, precision, and pride of Kenyan ranching — transforming locally reared beef into a global premium delicacy.

The Organization

Who are we?

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Amin Issa

Managing Director

Director with over eight years' experience in cattle feedlot management, rearing, and export operations, specializing in premium, ethically sourced beef production.



Gerald Kago

Chief Operations Officer

Operations Manager with extensive hospitality experience overseeing daily operations, supply chain management, and sales performance across premium restaurant and retail environments.

Products and Services



The Marbled Meat Company offers premium, halal-certified Kenyan meats sourced from grass-started, grain-finished livestock. Ethically raised and expertly processed, each cut embodies superior flavor, traceability, and craftsmanship—delivering consistent quality and presentation from feedlot to plate for households, hospitality, and corporate clients seeking excellence in every serving.

Products & Services

Prime Beef Cuts

- Hand-selected Kenyan cattle cuts (Ribeye, Striploin, Tenderloin, T-Bone, Tomahawk, Short Ribs) precision-butchered and vacuum-sealed for freshness.



Dry-Aged Beef

- Aged 15–30 days under controlled conditions for rich, buttery flavor; includes Bone-in Ribeye, Sirloin, Prime Roasts, and custom-aged chef selections.



Lamb

- Sourced from select ranches; available as French-trimmed racks, leg (bone-in/boneless), chops, shoulders, and minced lamb.



Products & Services

Poultry

- Free-range, hormone-free Kenyan chicken; whole, fillets, wings, drumsticks, and marinated ready-to-cook options.



Goat (Chevon)

- Tender, lean cuts ideal for roasts, stews, biryanis; custom butchery for restaurants.



Value-Added Products

- Gourmet sausages, beef bacon, pastrami, smoked brisket, biltong, burger patties, and meatballs — all halal and made in-house.



Products & Services



Packaging & Branding

All products are packaged in premium vacuum-sealed, branded pouches or boxes, maintaining freshness while reinforcing The Marble Meat Company's identity of quality and exclusivity.

Retail and wholesale packaging feature:

- Temperature-sensitive seals
- Custom labelling for halal certification and traceability
- Elegant black-and-gold brand design for high-shelf visibility

A future packaging upgrade will introduce recyclable materials and embossed luxury finishes for gifting, export, and direct-to-chef presentations.

Marketing Plan

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Touching more lives

Touching More Lives

The Marble Meat Company positions itself as Kenya's premier dry-aged and prime meat brand, representing a fusion of heritage ranching expertise and modern culinary sophistication. It appeals to discerning consumers who value provenance, quality, and presentation — from chefs and hospitality professionals to high-income households and meat connoisseurs.

The brand's promise — "Crafted by Nature. Perfected by Time." — emphasizes patience, skill, and authenticity, distinguishing MRBLD as more than a butcher; it's a curator of fine meats and a symbol of Kenyan excellence.



Marketing Plan

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Touching more lives

B2B

Business-to-Business (B2B) Marketing

Partnerships with top hotels, restaurants, and chefs offering custom cuts; branded corporate hampers for festive gifting; and active participation in food expos and chef collaborations to showcase craftsmanship, innovation, and premium Kenyan meat excellence.

D2C

Direct-to-Consumer (D2C) Marketing

A user-friendly online store, curated subscription boxes, and “The MRBLD Circle” loyalty program enhance customer convenience, engagement, and loyalty through premium deliveries, exclusive offers, personalized rewards, and consistent brand experience.

DM

Digital Marketing

A strong social media presence featuring elegant storytelling, chef collaborations, and ranch-to-table visuals. Influencer partnerships and “From Feedlot to Fork” content highlight craftsmanship, origin, and premium dry-aging artistry to build brand credibility and desirability.

REB

Retail & Experiential Branding

A premium retail experience through a modern butcher’s atelier with visible aging chambers, tastings, and curated selections. Pop-up dining events and branded merchandise—aprons, knives, boards—enhance The MRBLD’s luxury image and strengthen customer connection.

Marketing Plan

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Touching more lives

Public Relations & Community Engagement

- **Halal Commitment**

Continued engagement with Kenya's Muslim community to strengthen trust through transparency, certification, and supply consistency.

- **Local Sourcing Advocacy**

Promoting Kenyan beef excellence and supporting local ranchers through fair sourcing practices.

- **Corporate Social Responsibility**

Collaborations with culinary schools, youth training programs, and sustainable livestock initiatives.

Advertising Focus

Initial marketing efforts will prioritize brand awareness and premium perception through:

- Lifestyle imagery in digital and print media.
- Collaborations with upscale restaurants and grill houses.
- High-end pop-ups during culinary festivals, food fairs, and holiday seasons.



Operations & Supply Chain

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Overview

The Marbled Meat Company operates with a vertically integrated supply chain that emphasizes local sourcing, quality control, and artisanal processing. Every stage — from feedlot selection to customer delivery — is built around transparency, traceability, and excellence. Our operational backbone lies in the Isinya feedlot and finishing facility, strategically located within one of Kenya's most reputable livestock corridors.

Sourcing & Feedlot Operations

Our cattle are locally bred, grass-started, and grain-finished, ensuring optimal marbling and flavor. The feedlot at Isinya is supplied by long-standing partnerships with ranchers across Kajiado, Narok, and Laikipia counties — all with proven animal welfare and breeding practices.

Key features of the feedlot operation include:

- Capacity: Up to 2,000 head of cattle under rotation annually.
- Feed Management: Grain finishing with locally grown maize, barley, and sorghum blends to enhance marbling and consistency.
- Animal Welfare: Ethical handling, clean water access, and vet-monitored health programs.
- Halal Compliance: All livestock are processed in accordance with certified halal standards, ensuring integrity for both domestic and export clients.



Processing & Dry Aging Facility

At the core of our operations lies our specialized dry-aging facility, designed to control temperature, humidity, and airflow for optimal flavor development.

- **Aging Duration:** 15–30 days depending on cut type and customer specification.
- **Quality Control:** Regular microbial testing, weight tracking, and sensory evaluation to maintain standards.
- **Product Customization:** Cuts are trimmed, portioned, and packed according to client requirements — whether for restaurant, retail, or export orders.

The facility also houses a butchery and value-add section, where trained butchers craft gourmet products such as sausages, pastrami, beef bacon, and burger patties — maintaining consistency and craftsmanship at every level.

Packaging & Cold Chain Logistics

The Marbled Meat Company employs modern cold chain management from processing to final delivery to ensure product integrity and freshness.

- **Packaging:** Premium vacuum-sealed, black-and-gold branded packs for retail, with heavy-duty food-grade bags for B2B distribution.
- **Storage:** Temperature-controlled cold rooms and freezers with continuous monitoring systems.
- **Distribution:** Refrigerated trucks and delivery partners servicing Nairobi, Kiambu, Kajiado, and selected hospitality hubs.
- **Export Readiness:** The infrastructure complies with international standards, allowing for seamless transition into regional and export supply chains.

Staffing

Operations Manager

- Oversees daily operations, ensuring efficiency and adherence to company standards across all departments.
- Manages inventory, logistics, HR, procurement, and supplier relations.
- Maintains seamless communication, workflow, and customer satisfaction throughout the supply chain.

Quality Assurance

- Ensures all products meet health, safety, and halal certification standards through regular inspections and audits.
- Oversees hygiene, sanitation, and staff training across processing and aging facilities.
- Manages compliance documentation and liaises with regulatory and certification authorities

Sales Lead

- Leads marketing strategy and campaigns across digital, B2B, and retail channels to drive brand visibility and growth.
- Builds and maintains key relationships with restaurants, hotels, and premium retailers.
- Manages partnerships, promotions, and market insights to support product innovation and expansion.

Finance and Accounts

- Manages daily financial operations, including invoicing, reconciliations, payroll, and payments.
- Prepares reports, cash flow statements, and forecasts for informed decision-making.
- Ensures tax, audit, and compliance adherence while advising on cost control and pricing strategy.

Consulting Chef

- Curates and standardizes recipes for value-added products and signature marinades.
- Develops proprietary spice blends and ready-to-cook offerings for retail and hospitality.
- Enhances brand storytelling through chef-led content, training, and product innovation.

Operations & Supply Chain

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Professional Butcher

- Oversees daily operations, ensuring efficiency and adherence to company standards across all departments.
- Manages inventory, logistics, HR, procurement, and supplier relations.
- Maintains seamless communication, workflow, and customer satisfaction throughout the supply chain.

Cashier & Customer Service Representative

- Ensures all products meet health, safety, and halal certification standards through regular inspections and audits.
 - Oversees hygiene, sanitation, and staff training across processing and aging facilities.
 - Manages compliance documentation and liaises with regulatory and certification authorities
-



Technology & Data Integration

The Marbled Meat Company leverages technology to enhance efficiency, traceability, and customer engagement across its value chain — from the feedlot to the retail counter. Our digital infrastructure is designed to support real-time decision-making, regulatory compliance, and seamless customer experiences.

1. KRA-Integrated Point of Sale (POS) System

The Marbled Meat Company operates a KRA-compliant POS that ensures seamless, transparent transaction recording and reporting. The system integrates directly with the Kenya Revenue Authority for automated tax submissions and digital receipts. It synchronizes with inventory and accounting platforms to monitor stock movement, pricing, and payments in real time — enhancing financial transparency, fraud prevention, and data accuracy.

2. Dynamic Website & Online Ordering Portal

Our interactive website doubles as a sales platform and storytelling hub. Customers can browse products, place orders for delivery or pickup, and access recipes, chef tips, and dry-aging insights. Regular updates showcase new stock, specialty cuts, and seasonal offers, while integrated payment gateways, loyalty programs, and SEO optimization strengthen digital engagement.

3. In-House Inventory Management System

A centralized, meat-focused inventory system ensures consistent quality control, accurate stock tracking, and operational efficiency. It monitors product flow from feedlot to retail, supports demand forecasting, and minimizes waste — ensuring precision and reliability across all supply and distribution channels.



Pricing Strategy

Indicative Pricing Structure

(Prices in Kenyan Shillings, subject to adjustment based on cut, grade, and aging duration.)

Product Category	Retail Price (Kshs/kg)	B2B/Wholesale (Kshs/kg)	Remarks
Dry-Aged Prime Beef	2,700 – 5,200	2,200 – 3,700	21–60 day aged; includes ribeye, striploin, tomahawk, tenderloin
Prime Cuts	1,500 – 3,000	1,300 – 2,500	Grain-finished, premium quality
Lamb	1,000 – 2,200	1,00 – 1,800	Locally sourced, halal-certified
Chevon	1,200 – 1,800	1,000 – 1,400	Whole or portioned
Chicken	750 – 1000	650 – 950	Farm-raised, hormone-free
Value-Adds	1,200 – 2,000	1,000 – 1,600	Sausages, beef bacon, pastrami, biltong, burger patties
Norwegian Salmon	4,800 – 6,000	4,000 – 5,200	Imported, premium quality fillets

Pricing Strategy

Product Category	Composition	B2B/Wholesale (Kshs/kg)	Remarks
Dry Aged Blend	20-30% dry-aged premium cuts blended with standard mince	1,000 – 1,200	Premium dry-aged sirloin, ribeye, and chuck blend, for Michelin-quality patties.
Premium Lean Mince	Lean ~ 90:10	700 – 850	Blend of premium sirloin, topside, and round cuts for gourmet-quality patties.
Premium Mince	Fatty ~70:30	520 – 650	Blend of cost-effective flank, shoulder, and trimming cuts for flavorful patties
Chicken Mince	100% lean meat	650 – 800	Lean breast, tender thigh, and leg meat for flavorful mince.

Value Proposition

Our pricing communicates value through experience — not just cost per kilogram. Each product embodies the brand's commitment to:

- Ethical sourcing from trusted local ranchers.
- Superior feeding regimen (grass-started, grain-finished).
- Precision dry-aging to global standards.
- Halal certification ensuring religious compliance and integrity.
- Premium packaging and service experience.

Customers pay not just for meat, but for trust, craftsmanship, and taste — a standard consistent with top-tier butcheries and steakhouses globally.



Market Opportunities

Outlet Walk Ins

The flagship outlet targets affluent Nairobi areas—Karen, Lavington, Kileleshwa, Kilimani, and Riverside—serving professionals and expatriates. Expecting 40–60 daily walk-ins spending Ksh 3,000–6,000, it offers a premium retail experience with tastings, chef demos, and loyalty incentives.

Deliveries

The outlet provides same-day deliveries within a 7km radius via branded cold-chain vans and riders, covering Westlands, Karen, Kilimani, and nearby areas. Services include website and WhatsApp orders, subscription boxes, and corporate or family meat bundles.

High/Mid Tier Restaurants

The Butcher's Bloc will collaborate with premium dining establishments such as Cultiva (Karen), Hero (Trademark Hotel), Lucca (Kempinski), About Thyme, and Mercado Group restaurants—supplying consistent, high-quality meats to partners who value craftsmanship, presentation, and reliability.



Market Opportunities

Expatriates and Events

The UN Headquarters expansion in Gigiri will attract diplomats and expatriates, creating demand for premium, traceable halal meats. The Marbled Meat Company will target embassies, international schools, and corporate events with gourmet supply, elegant packaging, and a trusted, locally rooted brand story.

Luxury Camps and Lodges

Kenya's luxury lodges and safari camps—such as Angama Mara, Mahali Mzuri, Loisaba, and Borana—offer strong growth potential. The Marbled Meat Company aims to replace imported meats by supplying locally produced, halal-certified, export-grade Kenyan beef for authentic farm-to-table experiences.

4/5 Star Hotels

Targeting Nairobi's luxury hospitality segment, The Butcher's Bloc will supply premier hotels—Hemingways, Giraffe Manor, JW Marriott, Kempinski, Sankara, Radisson Blu, and Fairmont—with consistent, halal-certified, and traceable meats through structured long-term supply agreements.





Nairobi, Kenya

Conclusion

In Summary

The Marbled Meat Company is a premium meat retail and distribution business specializing in prime, aged beef, gourmet cuts, and specialty meats. Our mission is to provide discerning consumers, restaurants, and hotels with consistently high-quality products, sourced ethically and handled with expert care. We will combine in-store butchery expertise, curated product offerings, and exceptional customer service to differentiate our brand. Revenue streams include direct retail, B2B supply, and subscription boxes for home consumers. Marketing will focus on quality, traceability, and culinary experience. With strategic sourcing, operational efficiency, and strong brand positioning, MRBLD aims to become the leading destination for premium meats in Kenya.





Contact us for further inquiries

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