

Technical Workshop: Optimizing Meat Department Operations for Retail Excellence

The "**Açougue de Primeira**" (Premier Butchery) session, led by renowned Gaicho butcher **Max Castro**, provided high-level insights for retail managers, supermarket operators, and culinary professionals at Anuga Select Brazil.

Leveraging advanced machinery and whole-carcass processing, Castro delivered a comprehensive masterclass on **butchery management**, covering critical pillars such as:

- **Strategic Pricing:** Balancing yield and profitability.
- **Technical Breakdown:** Advanced deboning and portioning techniques.
- **Merchandising Excellence:** Optimized counter display to drive consumer desire.

Global Cut Benchmarking

An expert in bovine anatomy, Castro demonstrated precise methods for extracting and vacuum-packaging premium cuts—from traditional loin and ribs to high-end **Entrecôte** and **Tomahawk**.

He further added value by establishing **international parallels**, comparing global cuts that utilize similar muscle groups, such as:

- The American **Ribeye** vs. the Argentine **Ojo de Bife**.
- The US **Porterhouse** vs. Italy's **Bisteca Fiorentina**.

This technical cross-referencing allows retailers to better position their products for an increasingly sophisticated and international consumer base.

Event Summary & General Information

- **Event:** Anuga Select Brazil
- **Date:** April 9–11, 2024
- **Location:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, the event is the primary strategic hub for the Latin American Food & Beverage sector. It facilitates high-level networking between domestic and international buyers, offering a centralized platform for **business development** and industry innovation.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing food and beverage processing trade fairs. With a portfolio including world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the group operates in key emerging markets—including Brazil, China, India, and the UAE—to ensure a sustainable, international business network for its clients.

Digital Channels:

- **Official Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)