



MEDIA RELEASE

7 October 2021

Cedar Meats Corporatises to Enable Future Growth

Cedar Meats is pleased to announce that Global Meat Exports Pty Ltd (GME), is our new corporate parent entity.

The business will remain family operated with both Pierre and Tony Kairouz continuing to head up operations as well as maintaining a substantial ownership and control in the new corporate structure.

“The business will continue to trade as Cedar Meats Australia. General Manager Tony Kairouz said that it will continue to be business as usual.

“For some time the family shareholders have been working on succession planning and today that work has come to fruition. The transition enables two important objectives for Cedar Meats – firstly it allows non-participating and retiring family shareholders to depart.

Cedar Meats is a proud Australian owned and operated family business established in 1984.

The business started by the six Kairouz brothers as a butcher shop in suburban Northcote, Victoria, has since grown to a fully integrated, export meat processing facility operating in Brooklyn, Victoria, employing up to 300 people with a turnover greater than \$200 million per annum.

“Secondly, with GME as our parent entity we are now able to realise the growth potential that we have been envisaging for some time. One of the first developments under this new structure will be to incorporate our second facility in Mildura to the broader GME operation. This plant is ready to commence and has only been awaiting the finalisation of the Cedar/GME deal to occur.

“We take this opportunity to sincerely thank our retiring family members, without whom, Cedar Meats could never have been the success it is today. We wish them the very best for their future and they will always be our family and no business will ever separate us.

Cedar Meats will briefly pause operations in order to complete the transition to GME.



“With community COVID transmissions so high in Victoria at the moment, it is an opportune time to close our operations for a week, commencing 11 October for the five-day working week. We are also taking the opportunity to ensure those staff who haven’t had their second COVID vaccination have it next week.

“We are so close to being the first in our industry to be fully vaccinated. I am really proud of where we are right now with all our staff having had their first dose and the vast majority having had their second dose and I look forward to reaching 100% double vaxxed,” Tony said.

We would like take this opportunity to thank our loyal staff, suppliers, customers, contractors and everyone else who have been a part of the Cedar Meats journey so far. We look to the next phase of our journey and development.

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