



Simply  
**THE BEST CHICKEN!**







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## OUR HISTORY

**Giannone Poultry** is a family-owned business deeply rooted in Saint-Cuthbert, Québec, Canada. We began our operations with small-game birds. The company, as we know it today, really took off in 1989 following a major shift in operations. We like to call ourselves a **value-added processing plant**.

Observing the growing and ongoing concerns with health and food safety, Giannone Poultry has invested heavily in the development of unique processing methods and has introduced fundamental changes to its operational philosophy. Everything had to be rethought. New equipment was invested in, operating methods were revised, and standards were developed, all aimed at producing the very best chicken.

Today, Giannone Poultry supplies an impressive list of customers across Canada and the north-eastern US, in the retail sector, the food service industry, and with industrial customers. Building on our technological advances, we are constantly working to expand operations. Giannone Poultry is committed to providing the highest quality, federally inspected chicken. All Giannone chicken is HACCP/SQF certified. This innovative approach to embracing new technologies and markets has allowed Giannone Poultry to continue to grow while maintaining the proud family tradition of offering its customers outstanding quality products.



### A VALUE-ADDED PROCESSING PLAN

All our chickens are chilled in our exclusive air-chilling process with no water added. This ultra-modern system is greatly superior to the regular water-based method. Our air-chilled chicken conserves the meat's natural juices, preserving its precious enzymes and proteins. Eliminating water from the chilling process reduces bacterial cross contamination and significantly extends the product's shelf life. We offer a wide range of bulk products, from whole chicken to the various primary and secondary cuts.



### GIANNONE POULTRY'S relationship with OSMOW'S SHAWARMA

Bruno Giannone and Sam Osmow met in Montreal, Quebec, in April 2021.

As soon as they met, the two men got along well. They both had a similar professional and entrepreneurial background and understood each other's needs.

After a quality control test by Mr. Osmow himself and his quality control team, as well as a visit to the Giannone Poultry factory, Bruno and Sam concluded an agreement.

This agreement between these two great men is based on honor, trust, and the high quality of the product.

Both companies are founded on the same core values: high-quality products and high-level customer service.

Giannone Poultry is proud to have Osmow's Shawarma as one of their prime customers.

**"Giannone has been a great vendor for us - as we have rapidly expanded, they have never faltered to deliver on the quantity and quality of the product we need."**



### OUR SEASONED CHICKEN

Our unique seasoning application method guarantees consistent seasoning for each chicken. The seasoning recipes used are developed by Giannone or are the customer's own recipe. Our unique seasoning distribution system provides an even distribution of spices for each chicken that is seasoned.







## OUR PEOPLE

Over the years, we have built an enviable reputation in the poultry industry. We owe this reputation to our employees, who take animal welfare to heart and constantly strive to deliver an exceptional product across every aspect. Their dedication, ingenuity, and motivation constitute the core values in which our customers can always place their trust.



## OUR HUMANE ETHICS

We work with live chickens. It goes without saying that the quality of breeding, transportation, and processing directly affects the quality of the product on the consumer's plate. It's a question of added value at the commercial level.

For us, this means that we have a great responsibility toward the live chickens. The Giannone method is based on ethical concerns for both animal welfare and humane care.

We give our chickens the time to complete their normal growth cycle, making sure that they are grain-fed with corn, soy, and wheat supplemented with natural vitamins and minerals. All our chickens are raised in barns to give them enough room for freedom of movement. Humane care results in a more tender, tastier product.

***To establish a high level of consumer trust, our technologically-advanced traceability system can trace each cut of meat from the hatchery, to the producers, to our processing plant and right up to our customers.***

## OUR RESPECT FOR THE ENVIRONMENT

Giannone Poultry demonstrates leadership in the environment by treating its wastewater with innovative processes developed and many upgrades in collaboration with MABAREX, a Quebec water treatment company. This new approach increases the treatment capacity, which means better results without having to increase the space dedicated to the installation, as well as better control of foul odors. **This allows us to return water to nature as clean as the local river.**

In addition, we have a biomass combustion system which uses wood to heat and create the steam required for production and plant needs. This system eliminates the use of diesel fuel, substantially reducing the company's environmental footprint, but that's not all; our research and development team have realized and implemented a system to convert the sludge to fuel that is mixed with wood to produce steam and hot water for the plant. This greatly reduces the demand for electrical energy as well as that of wood for the proper



functioning of our installations.

All our waste water treatment, sludge recycling and biomass and sludge heating systems are governed by certificates of authorization issued by the Ministry of Sustainable Development, Environment and the Fight against Climate Change (MDDELCC).

**In fact, we are particularly proud, as a company and as citizens, to confirm that a tiny fraction of the waste is sent to a landfill. Few plants can boast of achieving such a low environmental impact.**

# The Giannone method comes from our history and our philosophy.

## THE LATEST STANDARDS

Being creative, leading instead of following, and showing respect in everything we do is why Giannone Poultry stands alone among North-American processing plants. Everything is designed, built, and operated by the people at Giannone themselves to proudly offer more wholesome, tastier chicken. Giannone meets the highest standards of quality, productivity, humane ethics, and respect for the environment.

Giannone picks up and transports its live chickens to avoid unduly stressing them. This is done for the quality of the meat; but above all, as a question of respect for the animal welfare.

The Giannone air-chilling system with no water added is unique in North America. This is a vital step in the production of superior quality, better tasting, more wholesome chicken. But there is much more to the Giannone method. It starts with developing close relations with producers and monitoring chickens throughout their growth period.

## TURNKEY PRODUCTS

First, we pay attention to all the details that make Giannone chicken quite simply the best chicken you can buy. This added value is found in each and every product we develop in partnership with our customers.

Giannone brings this same creativity and forward thinking to our partnerships with customers by helping them offer distinctive products. Giannone handles every step of the process, from cuts, recipes, packaging, and display, to delivery of a shelf-ready product.



## Giannone Chicken, a difference that everyone can taste...



Our poultry is exceptional. Every chicken, without exception, benefits from:

- Our close ties with producers, from egg to maturity
- Our live chicken transportation management contributes to minimizing animal stress
- Our innovations in slaughtering equipment and methods
- Our chilling method, which remains totally unique in North America
- A longer shelf life for our delivered products
- Our highly stringent certifications, including HACCP and SQF
- We maintain product quality and shelf life to our customers by monitoring the trailer temperature throughout the transportation process
- Our sincere commitment and respect for humane ethics and the environment



**This is why we can say that we offer retailers and restaurants more wholesome, tastier chicken. We are also able to provide products that comply with specific certifications upon request.**



## Giannone Poultry is a Value Added Process Plant

- We can provide different primary cuts or secondary cuts of chicken (debonned meat, ground chicken meat)
- We can also provide different types of packaging
- And as a value added plant, we can offer you different types of seasoning for your chicken (private label)

It will be a pleasure to provide you more information on our company products.



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