

Strengthening Australia's Foodservice Future

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As Australia's foodservice sector undergoes rapid transformation, strategic partnerships and scale-driven innovation have become key to staying competitive. In one of the industry's most notable moves this year, Andrews Meat Industries (AMI), part of the JBS Australia family, has brought Queensland-based Prime Cut Meats (PCM) into its fold, a decision that signals both companies' intent to strengthen their footprint across the eastern seaboard.

To understand the strategic motivations behind this acquisition, its impact on operational capabilities, and the opportunities it unlocks for chefs, restaurants, hotels, and caterers, NUFFOODS Spectrum spoke with AMI CEO Peter Andrews. In this exclusive interview, Andrews shares insights into how AMI and PCM will work together to enhance quality, expand distribution, and deliver even greater value to Australia's fast-growing foodservice market.

What strategic factors motivated AMI to bring PCM into its group, and how does this acquisition specifically strengthen your presence in the Queensland and northern NSW foodservice markets?

The foodservice sector in Australia has always been dynamic; it's evolving all the time. That in itself is the major reason why Andrews Meat as a business has made the moves for growth that it has through its history – from retail to foodservice butchery, to export capability, to sous vide, to investing in businesses, to now bringing in Prime Cut Meats. Strategically, our ability to grow is served from two main points: service and reputation. We knew the culture of the Prime Cut Meats business and team shared those values, and this move meant that we're not just growing AMI, we're growing Prime Cut Meats as well.

Prime Cut Meats has a strong reputation for premium quality and service. How does AMI plan to enhance or expand PCM's existing operational capabilities while preserving its brand identity and customer relationships?

Like Andrews Meat, the people who established the Prime Cut business are still actively involved in managing the business. We're businesses that both value strong relationships built on integrity: that's what our clientele has come to know and regard, and we won't compromise that. Both businesses work on a just-in-time model, so our clientele knows that they're receiving fresh-cut product. To expand, it means we take greater advantage of the respective sites' strengths. For example, PCM has a great production team, and by working closely with the Andrews team, they can tap into

proven methods and efficiencies developed over years of experience. This collaboration isn't about changing Prime Cut's identity; it's about giving them additional tools and insights to support growth while preserving the brand and relationships their customers trust.

How will this integration improve product offerings, distribution capacity, or service efficiencies for your foodservice customers across the eastern seaboard?

It improves purchasing ability, which means Prime Cut becomes even more capable and reliable than it already was. By combining resources, we can secure a consistent supply in a market where demand is high across multiple channels. This ensures our customers have access to the products they need when they need them. Additionally, PCM being part of the JBS group alongside Andrews Meat opens up access to a broader range of products and specifications. This collaboration allows us to deliver greater variety, improved service, and enhanced distribution capacity across the eastern seaboard all while maintaining the quality and responsiveness our customers expect.

New Market Opportunities: As Queensland's foodservice market continues to grow, what new opportunities do you foresee emerging from this partnership for chefs, restaurants, hotels, and catering businesses?

Brisbane and areas such as the Gold Coast and Sunshine Coast, not to mention some of those prestigious resorts like Hamilton Island, are an absolute hotbed of innovative and exciting chefs and venues. This has only increased in the aftermath of COVID and Queensland won't stop being a premium destination for domestic and international foodies alike, especially in the lead up to the Brisbane 2032 Olympic Games. Both Prime Cut and Andrews Meat have a strong reputation for collaborative initiatives with venues and chefs, and we only see that increasing as our capability expands.

What role did JBS Australia's strategic vision play in facilitating this acquisition, and how will JBS's support help AMI scale its premium protein solutions?

Much like my earlier example of the AMI team helping the PCM team build further capacity and efficiencies because the lessons are already learnt, JBS is that for Andrews Meat. Where AMI has specific expertise in portion-cutting and bespoke customer service, fast and at significant scale, JBS has that next-level expertise that is needed to operate successful modern businesses. We share insight and work across different teams to build, for example, much more dynamic mechanisms for quality assurance, sustainability, work health and safety, sales and feedback processes, to name a few, which are already over and above industry standards, but can increasingly better service the dynamic nature of our customer base.

Looking ahead, how does this acquisition fit into AMI's long-term expansion roadmap, particularly in terms of innovation, supply chain resilience, and strengthening your value proposition to the foodservice industry?

The saying goes that necessity is the mother of invention as we stretch ourselves to grow, we need to innovate and find ways for the business and the team to be able to steadfastly handle that growth in a manner that keeps our clientele safely on the journey with us. Having an Andrews Meat facility in Brisbane is the first logical step in the steady but consistent long-term growth of our business along the eastern seaboard, and therefore our capacity to service the evolving foodservice sector in all its forms. We're here for the long haul, and our clientele know and can trust that.

Shraddha Warde

shraddha.warde@mmactiv.com