Brazil is the second world beef producer and presents a potential to increase its exportation, particularly to Europe, including the France. It is been reported in several studies that European consumers valorize the animal welfare and the sustainable development, besides the food sanity and traceability. As a consequence, it is necessary that Brazil takes into account consumers’ demands and needs to produce and commercialize its products for both, the internal and external market. In this sense, to understand the consumer behavior regarding the Brazilian beef is essential for the meat agribusiness. The present study aimed at investigating the perception of the French consumer towards the foreign beef, particularly towards Brazilian bovine meat, using the Focus Group methodology. Three sessions were carried out with 23 French beef consumers from the Toulouse region, south of France. Gender, age, educational level, and income were balanced among participants. The results of the interviews allowed concluding that the beef was perceived as a wealthy product, and that today due to the crisis in Europe, the consumers are searching a better price quality relationship. Beef means pleasure considering the sensory characteristics, but people are also interested in knowing the product origin. French consumers generally do not have information regarding the production system including the methods used in Brazil, and in that sense they would be interested in having further information to enhance their trust in the product. Finally, most consumers reported not having the comprehension why France retailers imports the foreign beef, since the country is still a beef producer.