

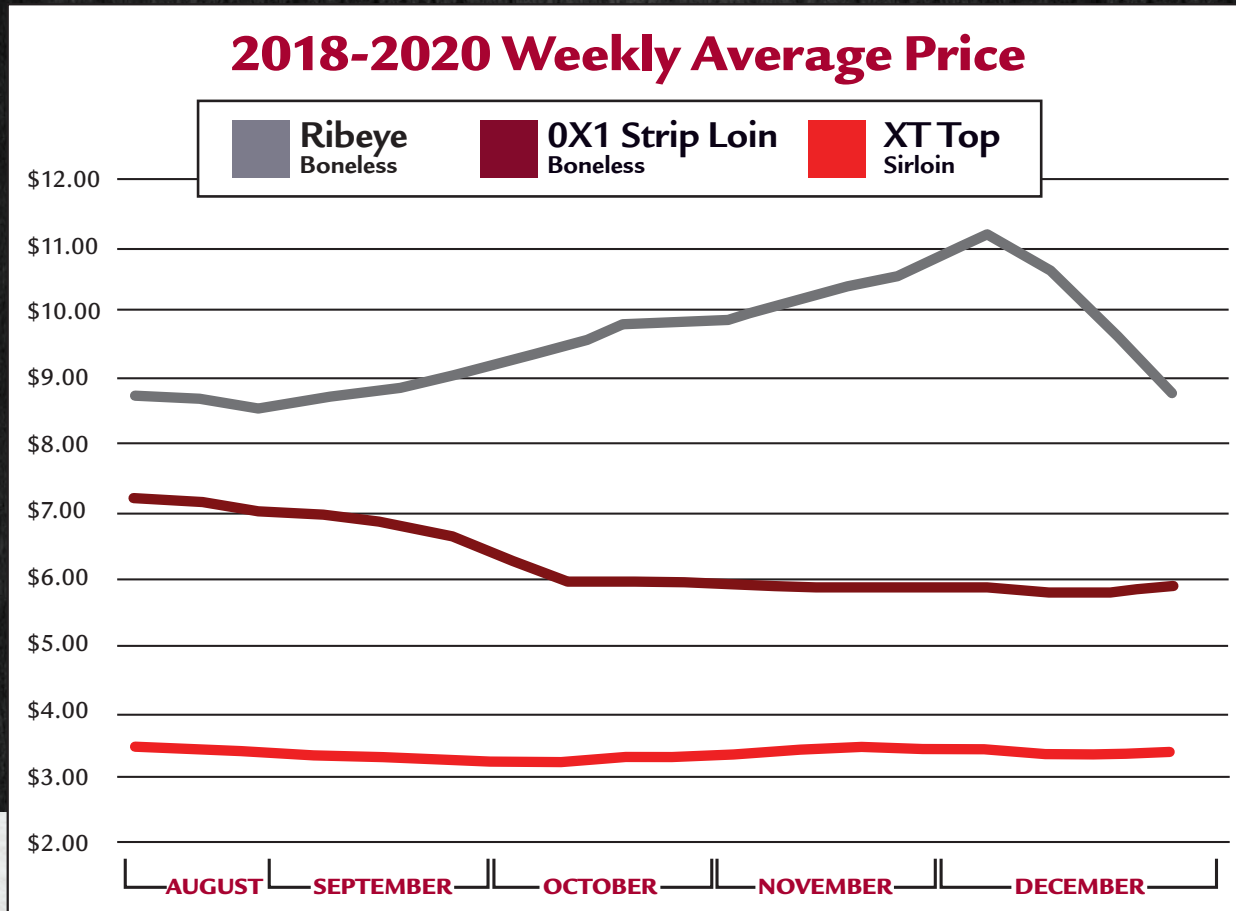
WINTER

Foodservice Merchandising Ideas



Looking to protect your bottom line this winter? Here's how you can do it.

Warm up your gross profit margins by capitalizing on the seasonality of pricing with affordable, quality options: strip loins and top sirloins.



* Source: Urner Barry, a commodity market news service reporting timely, unbiased price and market conditions.

Cut Benefits

Strip Loin:

- Minimal yield loss
- Abundant marbling
- Lower wholesale pricing
- Easy-to-cut portions for carving
- Alternative to the rib roast

Top Sirloin:

- Higher margins
- Lower cost, typically, than strip and rib
- Bold beef flavor
- Versatility for roasts, steaks and multiple cooking techniques
- Alternative to the tenderloin roast

3 MORE TIPS TO BOOST YOUR GROSS PROFIT



1. Serve *Certified Angus Beef*® brand Prime and dry-aged product.

These higher quality options set you apart from competitors even more. The true beef aficionados will thank you and give you the recognition you deserve for serving the very best beef.

2. Freeze product to protect profit.

Capitalize on market lows and predictable, seasonal market fluctuations by freezing inventory.

- Studies show little to no change in beef quality when best practices are used
- Under proper freezing conditions, beef performs like fresh for up to one year
- Only freeze properly aged beef
- Factor in thaw time when pulling product for use

3. Save on labor with tasty solutions.

Reduce time and labor in the kitchen with easy, flavorful and quality meal solutions made with *Certified Angus Beef*® fresh cuts. You can order the best speed-scratch items in each category: cooked, corned, breaded, marinated, sliced and portioned, to name a few.

Extra Tip: Consider versatile, fully cooked items, along with marinated brisket, for winter meals and special occasions:

- Prime rib
- Short ribs
- Pot roast
- Brisket
- Marinated brisket



Need help with any of the above? Contact us at
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