

for immediate release
NEWS

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330-345-2333

Fax: 330-345-0808



Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2821

Phone: 785-539-0123

Fax: 330-345-0802

www.

certifiedangusbeef

.com

The *Certified Angus Beef*[®] brand's 10 Quality Standards

The *Certified Angus Beef*[®] brand is the world's leading Angus brand and consumers' top choice for premium beef. Its stringent standards promise superior flavor, juiciness and tenderness.

“Angus” on a label does not define product quality. Angus is simply a breed of cattle, and Angus cattle can produce U.S. Department of Agriculture (USDA) Prime, Choice and Select beef. The *Certified Angus Beef*[®] brand starts with high-quality Angus cattle that then must pass 10 science-based specifications to deliver great taste. These quality standards are what set the *Certified Angus Beef*[®] brand apart.

Independent USDA graders evaluate and “certify” beef for the brand, ensuring its genuine quality. A unique system that monitors product from USDA certification to restaurants and grocery stores helps ensure consumers receive the brand's notable quality.

The brand's specifications address marbling, maturity and consistency – all of which play an important role in providing a great eating experience. Here's the science that makes the *Certified Angus Beef*[®] brand abundantly flavorful, incredibly tender and naturally juicy:

Superior marbling and maturity

1. Modest or higher marbling – for the taste the ensures customer satisfaction
2. Medium to fine marbling texture – the white “flecks of flavor” in the beef that ensure consistent flavor and juiciness in every bite
3. “A” Maturity – the youngest classification of product delivers superior color, texture and tenderness

Consistent sizing

Three specifications ensure uniform, consistent steak size and plate presentation:

4. 10- to 16-square-inch ribeye area
5. Less than 1,000-pound carcass weight
6. Less than 1 inch external fat

Fresh beef appearance and tenderness

7. Superior beef muscling – restricts the influence of less-tender dairy cattle
8. Practically free of capillary rupture – ensures the most visually appealing steak
9. No dark cutters – ensures the most visually appealing steak
10. No neck hump exceeding 2 inches – safeguards against cattle with variability in tenderness