

for immediate release

# NEWS

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## Premium Product Options

The *Certified Angus Beef*<sup>®</sup> brand proudly offers a range of quality products meeting consumers' needs.



### **The *Certified Angus Beef*<sup>®</sup> brand**

Our “traditional” product is known for its signature flavor, juiciness and tenderness. All cuts and items earning our name and bearing our logo must meet our 10 exacting standards for quality. Only 3 in 10 Angus cattle meet the brand’s high standards.



### ***Certified Angus Beef*<sup>®</sup> brand Prime**

For true beef aficionados who expect the very best, the *Certified Angus Beef*<sup>®</sup> brand Prime label not only meets the same marbling requirement as USDA Prime beef, but also nine additional standards. Just 1.5 percent of all beef can earn this exceptionally distinctive label.



### ***Certified Angus Beef*<sup>®</sup> brand Natural – Simply natural. Simply delicious.**

Consumers who prefer beef raised naturally appreciate the promise of *Certified Angus Beef*<sup>®</sup> brand Natural. Raised with no antibiotics or added hormones, and fed grass and grain, this natural option also meets all of the brand’s traditional quality standards.



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