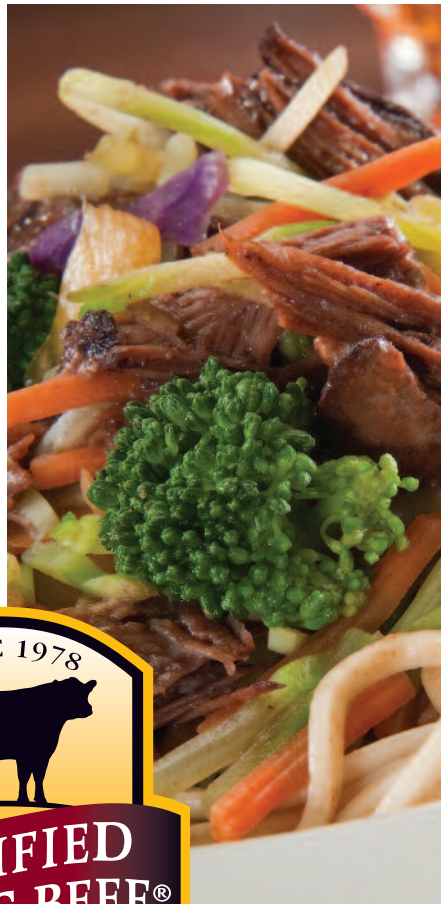




# FOCUS ON HEALTH

*With the Certified Angus Beef® brand*



## TARGETING THE RIGHT AUDIENCE

*Certified Angus Beef*® Value-added Products have proven successful in:

- Premier assisted living facilities
- Elite acute care facilities
  - Patient meals
  - Doctors' meals
  - Catering
  - Cafeterias
- Luxury rehabilitation centers
- University cafeterias
- Healthy restaurant menu options

Informing customers of the products' versatility, ease of preparation, wholesomeness and nutritional profile are sure to appeal to this audience.

These same qualities represent opportunities for *Certified Angus Beef*® value-added products to be successful in all foodservice establishments.

## PREMIUM *CERTIFIED ANGUS BEEF*® BRAND VALUE-ADDED PRODUCTS

From deli meats to fully cooked entrées, *Certified Angus Beef*® value-added products offer superb flavor, while delivering labor savings and product versatility. The same 10 standards that ensure the premium quality of the brand's fresh cuts are the foundation of these elite products, making them the most consistent, highest quality items in the category.

Licensed processors carefully craft these products to ensure true beef flavor.

- Minimally processed, to ensure product quality without excess water, additives, binders, fillers or other artificial ingredients.
- Absolutely no MSG (monosodium glutamate) is used.
- Seasoned with the finest, freshest ingredients.
- Carefully prepared to ensure their naturally tender and juicy texture.

*Certified Angus Beef*® value-added products are made with premium fresh *Certified Angus Beef*® cuts that assure the top quality that you demand and customers deserve.

Plus, *Certified Angus Beef*® value-added products offer convenience and peace of mind – there's no need to wonder whether they'll be cooked correctly and safely.



## PREMIUM QUALITY, CONSISTENCY, VERSATILITY, AND EASE OF PREPARATION

### Wholesome and part of a healthful diet:

- *Certified Angus Beef*<sup>®</sup> value-added products don't contain excessive ingredients and are minimally processed, to ensure their wholesomeness.
- Items contain:
  - No MSG (monosodium glutamate)
  - No added trans fats
- Focus on Health Value-added Products contain:
  - Less than 600 mg sodium
  - More than 11g protein

### Top quality and great flavor:

- When cooked to a higher degree of doneness, products perform better due to the brand's high quality.
- The *Certified Angus Beef*<sup>®</sup> brand's high level of marbling provides natural juiciness and flavor
- meaning products provide a great eating experience even if overcooked or held in warmers.

### Consistency:

- No matter who's in the kitchen, the *Certified Angus Beef*<sup>®</sup> brand's 10 stringent quality specifications, plus licensed processors' elite guidelines, ensure:
  - Reliable performance
  - Uniform texture
  - Consistent quality

### Unlimited versatility:

- Incorporating *Certified Angus Beef*<sup>®</sup> value-added products into a breakfast, lunch, dinner, snack or appetizer recipe is a simple way to keep staff and guests asking for more.
- Provide a variety of meal options with just one product. For example, *Certified Angus Beef*<sup>®</sup> fully cooked pot roast can become part of:
  - A traditional pot roast meal
  - Potpies
  - Soups
  - Open-faced sandwiches
  - Casseroles
  - Served over noodles
  - Bruschetta appetizers
  - Lettuce wraps
  - Phyllo bites

### Ease of preparation:

- Labor can be a challenge and product preparation can be questionable in under-skilled and under-staffed kitchens.
- *Certified Angus Beef*<sup>®</sup> value-added products offer solutions. These quality products are already trimmed, seasoned and fully cooked; kitchen staffers just have to reheat them before use in any application or recipe.

## FOCUS ON HEALTH

With the *Certified Angus Beef*<sup>®</sup> brand

### 29 WAYS TO LOVE LEAN BEEF\*

Beef is a nutrient powerhouse. Calorie for calorie, beef is one of the most nutrient-rich foods to fuel a healthy lifestyle. Beef is an excellent source of protein, zinc, vitamin B12, selenium and phosphorous. It's also a good source of choline, niacin, vitamin B6, iron and riboflavin. Each lean beef cut has three times more iron and, on average, only one more gram of saturated fat than the same size serving of a skinless chicken breast.

America's favorite beef cuts are leaner than ever before. Twenty-nine lean cuts of beef, such as sirloin, flank steak, tenderloin, T-bone and 95% lean ground beef, meet the government's guidelines for lean. These 29 cuts easily fit within a healthy diet.

\*Source: National Cattleman's Beef Association and U.S. Department of Agriculture, Agricultural Research Service, 2008. USDA Nutrient Database for Standard Reference, Release 21. Based on cooked servings, visible fat trimmed.

**Lean:** less than 10g total fat, 4.5g or less of saturated fat and less than 95mg of cholesterol per 3.5 oz. serving.

**Extra Lean:** less than 5g total fat, 2g or less of saturated fat and less than 95mg cholesterol per 3.5 oz. serving.



# ACUTABOVE

There are many brands of beef, but only one Angus brand exceeds expectations.

Abundantly flavorful, incredibly tender and naturally juicy, the *Certified Angus Beef*<sup>®</sup> brand is the best Angus beef available.

The brand's storied history began in 1978, when a group of cattlemen from the American Angus Association<sup>®</sup> created the world's first brand of beef, to ensure consistent quality for consumers.

The brand's commitment to quality still begins at the ranch and ends at the table. The *Certified Angus Beef*<sup>®</sup> brand is brought to you by generations of farmers and ranchers. Only 1 in 4 Angus cattle meets the brand's high standards.

In order to earn the coveted brand name, beef must pass scrupulous evaluations for quality. The *Certified Angus Beef*<sup>®</sup> brand is a cut above USDA Prime, Choice and Select. Ten strict standards set the brand apart. No wonder it's world-renowned as the best beef money can buy.

We invite you to taste the difference.

There's Angus. Then there's the *Certified Angus Beef*<sup>®</sup> brand.