


## EXCEEDING EXPECTATIONS



**Sourcing** Strong relationships with our suppliers are your guarantee that you are serving only the finest Mid-Western grain fed beef from only Northern cattle ranches.



**Aging** Our temperature controlled aging process is one of our most valued traditions, and for good reason. Aging beef is the time-honored process of storing beef under perfect conditions so it undergoes a natural transition that intensifies the flavor and significantly enhances the tenderness of the muscle. All Angus Reserve steaks are aged a minimum of 30 days.

**Marbling** The flecks of fine white fat running through steak are called marbling, which is directly linked to finish feeding Angus Reserve cattle on high protein grains like barley and corn. Superior marbling is one of the main reasons that your customers crave the flavor of juicy Angus Reserve Beef.

**Our people** People are truly the pride of Angus Reserve Beef. All Angus Reserve Beef is hand selected and cut by journeyman meatcutters that are at the top of their craft and qualified by our ownership. Our packers adhere to very strict specifications and take pride in delivering a product that you will be proud to serve.

**Our guarantee** Angus Reserve Beef has zero tolerance for anything but the highest quality beef from the rancher to the end user. We firmly stand behind our products and our promise that Angus Reserve Beef will exceed expectations.

## WHY ANGUS RESERVE?

### Carcass Maturity

Angus Reserve brand beef uses only "A" maturity which is derived from cattle harvested younger than 30 months of age.

**Meat Color** No dark cutters or blotchy appearance will be included in Angus Reserve Beef.

**Fat Color** Bright white fat is not only visually appealing, but is also one of the characteristics of quality beef. Angus Reserve brand beef will never have a yellowish tinge to its fat.

**Meat Texture** Texture is perceived by customers in terms of how beef feels in the mouth, and is very important to a satisfactory eating experience. Angus Reserve Beef will always have the right texture.

**Complete U.S.D.A. Inspection** Integrity on the line. Angus Reserve Beef is continuously inspected by the U.S.D.A. from fabrication through portion control.

**HACCP Approved Plant** Angus Reserve brand beef is processed in over 75,000 square feet of cutting, aging and storage space.

**Portion Control Program** Angus Reserve brand steaks deliver the same size and trim every time, saving money in labor and loss. Order today... and receive your fresh cut-to-order steaks tomorrow!



**HIGHER**  
standards  
from  
the **RANCH**  
to the **PLATE.**



## ANGUS RESERVE AND YOU



### Steak Profit

- Steaks can generate the highest gross profit on your menu.
- Steak is a natural for add-ons like wine, premium beers, appetizers, special sauces and sides.
- Serving great steaks like Angus Reserve generates more repeat customers, resulting in more consistent business.

### Guest Expectations

- Angus Reserve will provide a tender, juicy and flavorful steak every time.
- Customers are always looking for the great steak experience... Angus Reserve will provide.
- Customers expect a "better than home" eating experience. Angus Reserve Brand is not sold in supermarket chains.
- Guests expect "Made in the U.S.A." Beef and Angus Reserve answers.

### Restaurant Reputation

- Angus Reserve steaks deliver a consistent dining experience every time.
- Serving a steak that "exceeds expectations" the first time will keep customers coming back for more.
- Angus Reserve training material provided to your waitstaff insures an exceptional dining experience.

ANGUS RESERVE® PRIZE SELECTION BEEF