



GROUND BEEF

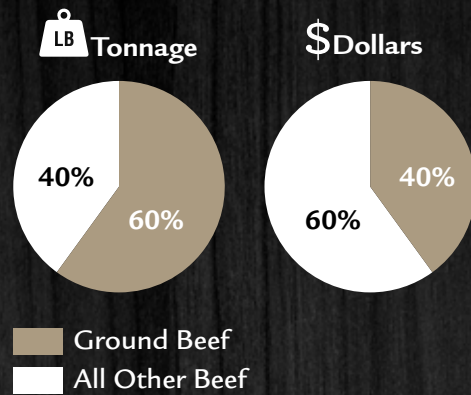
Provide your customers with superior, consistent quality while bringing your business a clear point of difference.



Why Choose Premium-quality Ground Beef?

Ground beef is a vitally important category for you ... and a very diverse category.

- Versatility and convenience make ground beef a long-time consumer favorite.
- Premium grinds and upscale burger offerings have elevated consumer expectations; however, not all ground beef is created equal. Variations include lean point, primal source, blends and form (bulk, patties, fresh, frozen, etc.).



Know Your Raw Material



Ground Beef Lean Source

INGREDIENTS:

- Fed Cattle Subprimals and Carcass Trimmings* from beef meeting the brand's 10 exacting standards

*Some may choose to use LFTB (lean finely textured beef). Ask your supplier.

Commodity Ground Beef Lean Source

INGREDIENTS MAY INCLUDE:

- Beef & Dairy Cow Carcass Primals
- Bull Carcass Primals
- Imported Beef Primal & Trimmings
- Fed Cattle Subprimals and Carcass Trimmings*

*Some may choose to use LFTB. Ask your supplier.

Ground Beef Glossary:

Lean/Fat Ratio: The amount of lean versus fat present in a given blend, with the first number representing the lean; however, it is not required to list the ratio on the label. Labeling regulations only require ground beef-product labels to state a minimum of 70% lean but can run as high as 96%.

Source Grind: Typically indicates a specific subprimal or muscle as the raw material (i.e. chuck, round, sirloin).

Fine/Coarse Grind: Indicates particle size in the finished product, which the size of the holes in the grinding plate used determine. Fine grind is most common for product found at the foodservice level.

Bulk Pack: Typically considered nothing formed (patties) or portioned. This includes packages in cylindrical shapes—commonly called chubs—or cube-shaped, vacuum packages. The most common weights for individual packages are 5 lbs. and 10 lbs.

Patties: Ground beef that is pre-formed and packaged, and available in many different shapes (oval, round, home-style), sizes (ounces) and thicknesses. May be fresh or frozen. Some refer to miniature patties as sliders.

Signature Grind/Blend: Popular in recent years, signature grinds highlight use of non-traditional, raw materials—like brisket and short ribs—that deliver distinct flavor profiles.



Step up Your Quality Focus

Certified Angus Beef® brand ground beef delivers superior, consistent quality, allowing your business a clear point of difference. The brand's 10 exacting standards ensure consistently superior quality for steaks, roasts and ground beef.

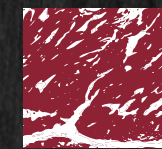
Plus, only *Certified Angus Beef*® brand raw material is used for the brand's ground beef.

Product Features Specific to Ground Beef:

1 Modest or Higher Marbling

Benefit: Marbling has a different chemical profile than subcutaneous or intermuscular fat. Marbling contains more oleic acid.

- Modest or higher marbling delivers:



- ✓ Preferred flavor and great taste
- ✓ Improved texture and consistency
- ✓ Lower melting point

Oleic acid is found in olive oil, avocados, nuts and seeds.

2 Only "A" Maturity

- **Benefit:** Beef from younger cattle has superior tenderness, color, texture and firmness.

- ✓ More appealing in color and flavor
- ✓ Reduces variation in quality

3 No Dark Cutters and Practically Free of Capillary Rupture

- **Benefit:** Reduces issues with color, off-flavors and shelf-life.

- ✓ Consistent quality and flavor



CONSUMERS ARE SEEKING THE
HIGHEST QUALITY GROUND BEEF.



If it's not CERTIFIED,
it's not the best.™

MENU IDEAS:

Bierock Ground Beef Hand Pies

Pad Thai Protein Bowl

Cowboy Skillet Pie

Beef Queso Dip

Beef and Kimchi Fried Rice

Jalapeño Poppers

Meatloaf Cupcake

Certified Angus Beef® brand Prime
Ground Sirloin Steak Meatloaf

Flatbread Ground Beef Pizza

Beef Larb Lettuce Cups



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