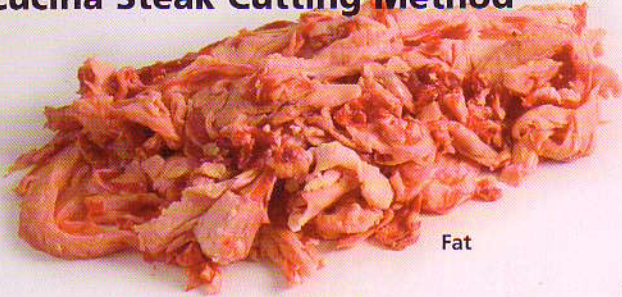


Cucina Steak Cutting Method

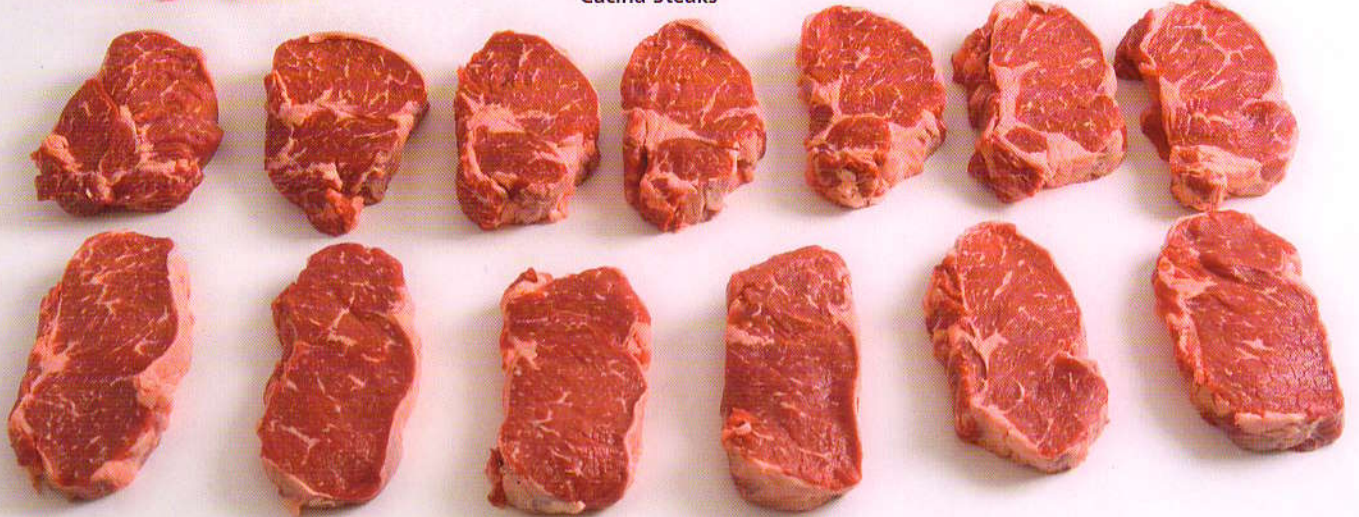


Fat



Farmer's Roast

Cucina Steaks



Menu Ideas

Cucina Steaks

- Premium trimmed thick-cut ribeye steak

Farmer's Roast

- One of the most succulent roasts to put on today's menu
- Great for convection or rotisserie cooking

Filet of Rib

- Also merchandised as a *Center-cut Rib Steak*
- Ideal for grilling/broiling

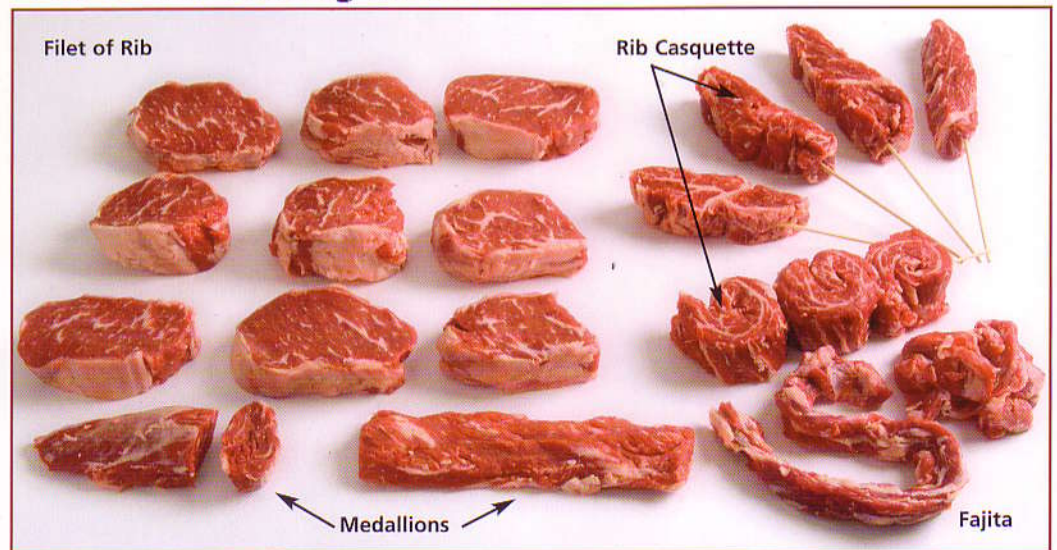
Rib Casquette

- Also merchandised as a *Pinwheel Rib Steak* or *Boneless Rib Strips*
- Ideal for skewers

Medallions

- Also merchandised as a *Tournados* or *Kabobs*
- Create a value-added menu item for guests by pairing with seafood

Filet of Rib Cutting Method



Ribeye Merchandising Potential

A new look at merchandising the ribeye reveals a filet of rib that's attractive to the consumer's eye and unique ways to utilize the remaining trim, resulting in better yield.

Certified Angus Beef® Brand Offers

- Increased gross profits
- Higher quality, more consistent product
- Increased repeat business
- Differentiation from competition

Angus beef at its best®

