



**STAR RANCH ANGUS® BEEF**



**STAND-OUT ANGUS** ★

★ IS ALWAYS THE STAR



To keep your customers looking forward to meal time, *Star Ranch Angus*® brand team delivers satisfaction-guaranteed quality in a variety of products. With *Star Ranch Angus* beef, your customers will enjoy an exceptional eating experience every time. In a recent blind taste test\*, 9 out of 10 customers who sampled *Star Ranch Angus* beef said they “would buy it after trying it,” “recommend it to a friend” and described it as “juicy and flavorful” – satisfying 100% of those who tasted it!

Add to that the **strategic marketing** and **industry-leading support** of the Tyson Fresh Meats Team, and you’ll have a **recipe for success** that produces bottom-line results.

\*Consumer Research, N=48, Metro Cincinnati, October 2017.

**SATISFACTION** ★  
**GUARANTEED** ★



OUTSTANDING  
 ☆ **Consistency**  
 & **Taste** YOU CAN COUNT ON

For consistent taste and appearance, your customers look to the brand they know and trust: delicious *Star Ranch Angus* beef. Available in:

- Whole Muscle primals and subprimals
- Chubs – Ground Chuck and Ground Round
- Case Ready Trim Program



☆ **PROVEN, INTEGRATED**  
 ☆ **Support Materials**  
 DRIVE SUCCESS

*Star Ranch Angus* beef brand team offers high-impact consumer marketing support materials – for America’s fastest-growing branded Angus program. Positioned as the #1 choice for hard-working, value-seeking shoppers and updated seasonally, program pieces include:

- Complementary point-of-sale materials, including meat case dividers
- Attention-grabbing advertising
- Money-saving couponing
- Interactive social media



These integrated elements will drive traffic to your meat case.



☆ **CUSTOMERS APPRECIATE**  
 ☆ **Quality...** And stay loyal to brands that consistently meet their needs.

*Star Ranch Angus* beef features:

- 100% pure Angus beef, no added ingredients
- 100% consumer satisfaction guaranteed
- Rich flavor of Angus beef
- Hand-selected and hand-trimmed
- 1/4” trim, reducing labor and increasing yield

- *Star Ranch Angus* branded beef contributed to increased sales **13.2%** in dollars and **8.3%** in volume.<sup>1</sup>
- Percentage of consumers preferring supplier brands has almost doubled since 2007, while private label brand preference has just a **7%** increase over the last decade.<sup>2</sup>
- Beef makes up nearly **20%** of the total value of shoppers’ baskets.<sup>3</sup>
- Carts with beef produce **44%** more sales across the store than carts with other proteins.<sup>4</sup>

BETTER SUPPORT LEADS  
 TO **Bigger Sales**

You’ll want to keep your case filled with *Star Ranch Angus* beef. For more information about our strategic marketing program, contact your *Star Ranch Angus* beef representative.

[TysonFreshMeats.com/SRA](http://TysonFreshMeats.com/SRA)



**Tyson**

FRESH MEATS TEAM

<sup>1</sup>Star Ranch Angus Beef in-store Promotion Material Test Midan Marketing, 2015.

<sup>2,3</sup>The Power of Meat 2018©

<sup>4</sup>Beef Checkoff, Market Research: Consumer Insights Study, July 16, 2015.

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