



Product Sales Guide

STAR RANCH ANGUS® BEEF



FRESH MEATS TEAM



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

The *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 coupons
- 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.¹
- 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.²
- Beef makes up nearly **20%** of the total value of shoppers' baskets.³
- Carts with beef produce **44%** more sales across the store than carts with other proteins.⁴

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



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

^{2,3}The Power of Meat 2018, © Food Marketing Institute, Foundation for Meat & Poultry Research & Education

⁴Beef Checkoff, Market Research: Consumer Insights Study, July 16, 2015.





Consumer-approved and recommended:

100%

of people are satisfied with
Star Ranch Angus beef*

9 out of 10

people would consider
recommending *Star Ranch*
Angus beef to a friend after
trying it in a blind taste test*

9 out of 10

people agree that *Star*
Ranch Angus beef is both
juicy and flavorful.*

9 out of 10

people would consider
purchasing *Star Ranch Angus*
beef after trying it in a blind
taste test*



It's all about Angus



Angus

CATEGORY TRENDS

Angus IS THE **most well known** CATTLE BREED TO CONSUMERS*



*2016 Tyson Fresh Meats Consumer Monitor Q. Please list any specific kinds or breeds of cattle you have heard of [open end] Spring 2015 Base n=958 Fall 2015 Base n=938. Spring 2016 Base n=1000. Fall 2016 Base n=1000 (Percentages will not equate to 100%, some respondents listed more than one type of cattle.)

- Angus has almost 100% awareness with consumers.**
- In Fall of 2017, 65% of consumers reported that they have purchased Angus beef.**
- Angus and Prime remain the two most-acknowledged “highest quality” products for beef and pork (60%** and 52%, respectively).

**Tyson Fresh Meats Team, Fall 2017 Consumer Monitor





RIB LIFTER CHOICE

Tyson Product Code: D2088AH



BONELESS RIBEYE LIP-ON SPLIT CHOICE

Tyson Product Code: D2118AH



RIBEYE LIP-ON HEAVY CHOICE

Tyson Product Code: D2148AC



RIBEYE LIP-ON BONE-IN CHOICE

Tyson Product Code: D2348AC





TENDERLOIN PSMO USDA CHOICE

Tyson Product Code: D4088AH
D4088AHK



BUTT TENDERLOIN PEELED CHOICE

Tyson Product Code: D4098AH



SPLIT BONELESS LOIN STRIP 0X1 CHOICE

Tyson Product Code: D4248AH



LOIN STRIP 0X1 CHOICE

Tyson Product Code: D4278AH



BONE-IN LOIN STRIP 1X1 XT CHOICE

Tyson Product Code: D4288AC



SHORT LOIN XT CHOICE

Tyson Product Code: D4378AC





BONELESS TOP SIRLOIN CULOTTE CHOICE

Tyson Product Code: D4438AH



BALL TIP 1.5/UP CHOICE

Tyson Product Code: D4498AH



BOTTOM BUTT TRI-TIP CHOICE

Tyson Product Code: D4528AH



BONELESS LOIN STRIP 0X1 CHOICE

Regular or Split

Tyson Product Code: D4248AH



BONELESS BOTTOM SIRLOIN BUTT FLAP MEAT CHOICE

Tyson Product Code: D4538AH



TOP SIRLOIN BONELESS XT CHOICE

Tyson Product Code: D4568AH





FAT ON CULOTTES CHOICE

Tyson Product Code: D4818AH



TOP SIRLOIN CENTER-CUT WITH CULOTTE CHOICE

Tyson Product Code: D4578AH



BUTT TENDERLOIN PEELED CHOICE

Tyson Product Code: D4098AH



BONELESS BUTT TENDERLOIN PEELED CHOICE

Tyson Product Code: D4098MHV



BONELESS PEELED TRI-TIP CHOICE

Tyson Product Code: D4828AH





Products - Chuck

CHUCK SHOULDER CLOD XT CHOICE

Tyson Product Code: D1138AH



BONELESS CHUCK ROLL CHOICE

Tyson Product Code: D1168AH



CHUCK MOCK TENDER CHOICE

Tyson Product Code: D1188AH



CHUCK ROLL NECK OFF XT CHOICE

Tyson Product Code: D1308AH



SEMI-BONELESS CHUCK CHOICE

Tyson Product Code: D1498AH



BONELESS CHUCK TOP BLADE MUSCLE CHOICE

Tyson Product Code: D1858AH





BONELESS CHUCK SHOULDER CLOD HEART CHOICE

Tyson Product Code: D1868AH



BONELESS CHUCK ROLL TRIMMED NECK OFF CRT CHOICE

Tyson Product Code: D1248AH





Products - Round

INSIDE ROUND XT CHOICE

Tyson Product Code: D6118AH



BONELESS INSIDE ROUND CAP OFF CHOICE

Tyson Product Code: D6128AH



INSIDE ROUND DENUDED CHOICE

Tyson Product Code: D6188AH



ROUND EYE CHOICE

Tyson Product Code: D6258AH



BOTTOM FLAT CHOICE

Tyson Product Code: D6278AH



BOTTOM ROUND FLAT CRT CHOICE

Tyson Product Code: D6288AH





KNUCKLES PEELED CHOICE

Tyson Product Code: D6308AH



RANCH BONELESS PEELED KNUCKLES CHOICE

Tyson Product Code: D6548AH





Products - Brisket

BRISKET BONELESS CHOICE

Tyson Product Code: D7108AH



BRISKET NOSE OFF CHOICE

Tyson Product Code: D7138AH





BONELESS SHORT PLATE CHOICE

Tyson Product Code: D0148AH



INSIDE SKIRT CHOICE

Tyson Product Code: D3108AH



BONELESS SKIRT DIAPHRAGM CHOICE

Tyson Product Code: D3158AHV





FLANK STEAK USDA CHOICE

Tyson Product Code: D5158AH
D5158AHK



Products - Grinds



10 LB SIRLOIN FINE GRIND 90/10

Tyson Product Code: D0005BHV

10 LB FINE GROUND CHUCK 80/20

Tyson Product Code: D0385BH

10 LB CHUCK GROUND BEEF 80/20

Tyson Product Code: D0385BHV

10 LB ROUND FINE GRIND 85/15

Tyson Product Code: D0795BHV

5 LB FINE GROUND BEEF 85/15 5#

Tyson Product Code: D0798QWI

10 LB FINE GROUND BEEF 90/10

Tyson Product Code: D0015BH

10 LB FINE GROUND BEEF 80/20

Tyson Product Code: D0235BH

10 LB BONLESS TRIM 50/50 NET 70

Tyson Product Code: D0105DMT





Reach More Customers

Star Ranch Angus brand in-store point-of-sale materials have a positive impact at the meat case. We deliver superior brand support that helps you reach more consumers.

Signage That Works



RIBEYE - 22" x 28"
#19502



SIRLOIN - 22" x 28"
#19501



T-BONE - 22" x 28"
#17272



FOAM - 22" x 36"
#17323



SEASONAL
WINDOW CLINGS

Stores that correctly displayed *Star Ranch Angus* brand POS materials in their case showed a **13.2%** increase in revenue and an **8.3%** increase in volume.*

Informative Consumer Takeaways



HOLDER
#17268



BROCHURES - 3.5" x 7.5"



COUPONS AVAILABLE
UPON SPECIAL REQUEST



★ Eye-Catching Case Enhancement & Cross Merchandising Materials ★



LARGE - 30" x 24"
#17628



FLOOR GRAPHIC
MEDIUM - 24" x 18"
#17627



SMALL - 18" x 12"
#17626



STATIC CLING - 29.5" x 5"
#17279



CASE DIVIDERS
LARGE - 27" x 7" SMALL - 4.5" x 5.5"
#17269 #19538



RAILSTRIPS - 48" x 1.25"
#17632



RAIL STRIPS (CUT SPECIFIC)
30 STRIPS / 2 SHEETS - 9" x 1.25"
#19605

★ Additional Materials ★



BALLOONS
50/BAG
#17629



SHOP SIGN - 16" x 12"
2 SIDED WITH CEILING HOOKS
#17280



HATS
RED: #18623
BLACK: #19601

★ Ready to Order? ★

Contact your Tyson Fresh Meats representative today.



Satisfaction Guaranteed.

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StarRanchAngus.com



FRESH MEATS TEAM

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