



**MEDIA KIT**





## Brand Identity

The *Star Ranch Angus*® brand provides shoppers and their families with a dependable, affordable, everyday Angus beef that satisfies.

## Brand Beliefs

The essence of the *Star Ranch Angus* brand is built on the importance of mealtime satisfaction and with that, a continued dedication to:

- Always being dependable and reliable
- The importance of mealtime
- Being a good neighbor to all
- Practicality
- The spirit of Americana
- Customer satisfaction







## Brand Benefits

### The Boost of a Brand

Familiarity, perception of quality, value and consistency are just a few of the reasons more shoppers are reaching for *Star Ranch Angus* beef.

The percentage of consumers preferring supplier brands has almost doubled since 2007, while private label brand preference has seen just a 7% increase over the last decade.<sup>1</sup>

### No Question Quality

*Star Ranch Angus* beef has the consistent quality and taste consumers demand:

- 100% Angus beef with no added ingredients
- USDA Choice quality grade
- Grade “A” maturity
- Moderately thick or better muscling
- Product of the USA







## Marketing Support Efforts



### Unmatched Marketing Support

A cornerstone of driving *Star Ranch Angus* beef sales is results-driven marketing. Delivering first-rate support on multiple fronts, we're continually striving toward one goal – boosting our partners' bottom line.

When stores join our program, we immediately go to work for them with proven marketing support such as launch kits, regularly updated in-store point-of-sale materials and targeted consumer digital campaigns.



## Public Relations Support

### Media Outreach

Being a good neighbor isn't just words on a page for us; it's who we are. We put this into practice by investing in local communities. In 2019, we celebrated the spirit of America by donating steaks on the Fourth of July to firefighters in a community where *Star Ranch Angus* beef is available.



### **Tyson Fresh Meats Providing Star Ranch Angus® Steaks for Local Fire Fighters** **'Good Neighbor Initiative' Recognizes Fire Stations in Wyomissing and West Lawn, Pennsylvania**



READING, PENN. – The team behind *Star Ranch Angus* beef, a brand of Tyson Fresh Meats, is purchasing *Star Ranch Angus* steaks from local Redner's Markets to provide to the Wyomissing Fire Department and the Township of Spring Fire Rescue Services in Pennsylvania.

"We're honored to be able to give back to the hard-working, admirable fire department team

members of Wyomissing and West Lawn, Pennsylvania," said Kent Harrison, vice president of marketing and premium programs at Tyson Fresh Meats. "We recognize and value the commitment they make every day and night to keeping our communities safe, including holidays such as the Fourth of July, and as a good neighbor extend our thanks to them through this program."



## Brand Standards

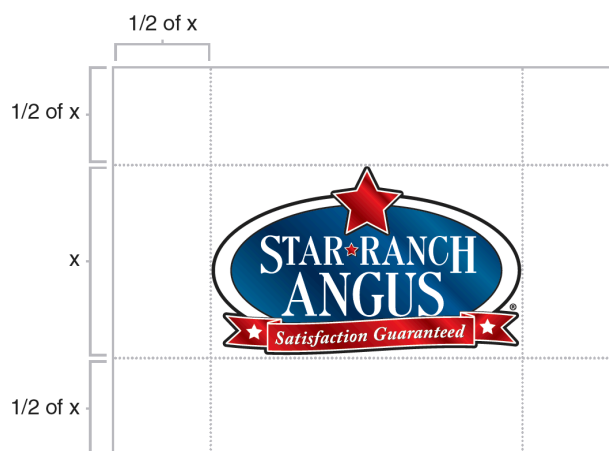
### Minimum Size

To remain legible, the logo should not be used at a size smaller than 1.6 inches wide. The one exception to this is when the space being used is too small for the minimum size logo. This exception is for digital graphics ONLY.



### Clear Space

To position the logo for maximum impact, clear space must be considered. Competing headlines, images and other visuals should be kept outside the preferred clear space.



## Contact Us

Have questions, interested in learning more or want to write a story about *Star Ranch Angus* beef?

Contact us today.

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