



StarRanchAngus.com



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STAR RANCH ANGUS[®]

— ★ BEEF ★ —





The *star* of your meat case

The foundation of any strong meat department is a reliable, consistent branded beef program. Providing consumers with dependable, accessible Angus beef that satisfies, we are proud that the *Star Ranch Angus*® brand is the choice for retailers across the nation.

At a *glance*

- Angus continues to be the most popular beef attribute, with over 95% awareness with primary grocery shoppers.
- 1 in 3 primary grocery shoppers purchase USDA grade Choice Angus beef at least once a month.

No questions *quality*

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

- 100% Angus beef for flavorful product
- USDA Choice quality grade for consistently juicy beef
- Grade "A" maturity to ensure premium color, texture and tenderness
- Hand-selected and hand-trimmed for optimum uniformity and consistency
- Proud product of the USA





The *right* fit for your business

Whatever your business demands, we're ready. *Star Ranch Angus* beef is available in:

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

Marketing *support* you can count on

When you join our program, you also get the full backing of our teams' marketing and media efforts. Delivering proven support on multiple fronts, we help grow business with awareness-building case enhancements, captivating in-store POS materials and our data-driven social and digital support.