



MORE OPTIONS.

LESS COST.

MORE PROFIT.

BEEF

IT'S WHAT'S FOR DINNER.®

Steaks are hot!
And when demand is high,
costs tend to go up.
But Smart Cut Steaks will
allow you to continue to serve
a variety of beef dishes
for a variety of budgets.

This new line of steaks is
the result of the Beef
Industry's extensive Muscle
Profiling research.
It revealed many individual
muscles within the chuck
and round that have great
taste and presentation.

Smart Cut Steaks are
less expensive than rib
and loin steaks, yet are still
cut from some of the most
tender beef muscles.

Best of all, your menu stays
fresh along with your appeal.
Controlling costs and variety
makes for smart decisions.
And Smart Cut Steaks.

You get more for less

RANCH CUT steaks

New tender cuts from
the Shoulder Center Muscle,
Ranch Cut Steaks are
versatile – use as a breakfast
steak, in a sandwich or
on a dinner combo platter.

- Use like a boneless,
skinless chicken breast:
sliced, diced or whole
- Can be shaped similar
to a New York Strip
- No visible fat



FLAT IRON steak

Cut from the Top Blade,
the second most tender beef
muscle, the Flat Iron is
a flavorful, well-marbled steak
perfect for dinner menus.

- Can be merchandised
in 3 to 10 oz. portions
- Tender and juicy when
menued as center-of-the-plate
- Slice for upscale fajitas,
stir-fry dishes or salads



with **SMART CUT STEAKS**SM

SIRLOIN TIP steaks

These new steaks are cut from the Round Tip Center and Side. Great when marinated and used in recipes, they also perform well at the center-of-the-plate with signature sauces.

- Round Tip Side resembles a small New York Strip
- Best when marinated and grilled
- No visible fat



WESTERN GRILLER steak

This new steak from the Outside Round can be portioned up to 24 oz! It has a great beef flavor, but marinade is recommended to ensure consistent tenderness.

- Very lean
- Best when carved in thin slices
- Can be portioned to fit a variety of menu applications

TENDER MEDALLIONS

Cut from the Shoulder Tender, this muscle is similar in shape to a pork tenderloin and can be roasted or grilled whole, then sliced into medallions.

- One of the most tender beef muscles
- Great beef flavor
- Serve with rice or potatoes or atop an upscale salad
- Rub or crust with seasonings, or enrobe entire muscle in puff pastry for a mini-Beef Wellington



**RANCH CUT STEAK,
SHOULDER CENTER**



- Raw Material: Beef Chuck Shoulder Clod (IMPS/NAMP 114) or Beef Chuck Shoulder Clod, Arm Roast (IMPS/NAMP 114E)
- Portion Size: 3 to 8 oz.
- Thickness: 1/2" to 7/8"
- Dimensions: 6 1/2" Length, 2 to 2 1/2" Width or can be shaped
- Grade: Low Choice or better
- Mechanically tenderized (Choice, aged steaks may not need tenderizing)
- Best when cooked to medium-rare doneness

**TENDER MEDALLIONS,
SHOULDER TENDER**



- Raw Material: Beef Chuck Shoulder Clod (IMPS/NAMP 114)
- Piece Size: 1 to 1 1/4 lbs. (whole Teres Major)
- Piece Dimensions: 10" Length, 3 to 3 1/2" Width
- Grade: Low Choice or better
- Tender (one of the most tender muscles in the beef carcass)

**FLAT IRON STEAK,
TOP BLADE**



- Raw Material: Beef Chuck Shoulder Clod (IMPS/NAMP 114) or Beef Chuck Shoulder Clod, Top Blade, Roast (IMPS/NAMP 114D)
- Portion Size: 3 to 10 oz.
- Thickness: 1/4" to 5/8" (internal gristle removed)
- Dimensions: Varies depending on portion
- Grade: Low Choice or better
- Mechanically tenderized (Choice, aged steaks may not need tenderizing)
- Tender (2nd most tender muscle in the beef carcass)

**SIRLOIN TIP STEAK,
ROUND TIP CENTER**



- Raw Material: Beef Round Knuckle (IMPS/NAMP 167A)
- Portion Size: 5 to 6 oz.
- Thickness: 3/4" to 1"
- Dimensions: 5" Length, 5" Width (or halved to 5" Length, 2 1/2" Width)
- Grade: Low Choice or better
- Mechanically tenderized
- Best when cooked to medium-rare doneness

**SIRLOIN TIP STEAK,
ROUND TIP SIDE**



- Raw Material: Beef Round Knuckle (IMPS/NAMP 167A)
- Portion Size: 5 to 8 oz.
- Thickness: 1/2" to 3/4"
- Dimensions: 7 1/2" Length, 3" Width
- Grade: Low Choice or better
- Mechanically tenderized
- Best when marinated and cooked to medium-rare doneness

**WESTERN GRILLER STEAK,
OUTSIDE ROUND**



- Raw Material: Beef Round, Outside Round (Flat) (IMPS/NAMP 171B)
- Portion Size: 4 to 24 oz.
- Thickness: 1/2" to 3/4"
- Dimensions: Varies depending on portion
- Grade: Low Choice or better
- Mechanically tenderized
- Best when cooked to medium-rare doneness

