



 palmer  
food services

## Certified Angus Beef® Brand

### 10 Specifications That Every Cut Must Meet

1. Modest or higher marbling: for the taste that ensures customer satisfaction
2. Medium or fine marbling texture: the white “fleck of flavor” in the beef that ensure consistent flavor and juiciness in every bite
3. Only “A” maturity cattle are accepted, (9-30 Months of age) the youngest classification for beef: ensures superior color, texture and tenderness
4. 10- to 16-square-inch ribeye area: ensures that steaks will be thick and juicy, not just cover the plate
5. Less than 1,000-pound hot carcass weight: ensures uniform consistent steak size
6. Less than 1-inch fat thickness: ensures meat will be lean
7. Superior muscling restricts influence of dairy cattle: all meat will look uniform, with little discrepancy
8. Practically free of capillary rupture: ensures quality appearance
9. No dark cutters: ensures consistent appearance, and flavor as a selling point. Dark cut cattle have been stressed before being harvested for consumption. All Certified Angus Beef® Brand cattle remain stress free through harvest
10. No neck hump exceeding 2 inches safeguards against Brahman cattle: Angus cattle have superior water and fat distribution in the muscling but look similar to Brahman cattle. A neck hump is indicative of a genetically inferior, possibly mixed breed cow that will not deliver the same flavor and tenderness.



### Charge More for a Better Product

Cost difference on the plate is measured in cents. Gross profit dollars will remain the same or increase with a menu increase as low as 50¢.

### Aged a minimum of 21 days Before Sold

All meat must be aged well to improve taste, no “green” or under-aged meat. This saves you time preparing the meat, the meat will need less seasoning, and you will not have to age it yourself.

### Available in Portion Cut

Save time and labor costs by not cutting your own meat.

### Sourced from as Many as 28 Different Packing Houses

Available for us to ship to you at almost any time because Certified Angus Beef® Brand operates all over the country, not just at one packing house. This means there is a higher chance that product is available.

### Saves time from inspecting meat when arrived

All meat will meet specifications set down by Certified Angus Beef® Brand before it is shipped out.

### Saves time from returns

All meat will meet your needs and is guaranteed against shipping spoiled or undesired product.



### Superior Eating Experience

You don't have to worry about your customers being disappointed by quality. Certified Angus Beef® Brand's standards ensure that your customers will love the product. It's easy to exceed your customer's expectations.

### First Branded Beef Program Started in 1978

Certified Angus Beef® Brand LLC is owned by the American Angus Association. Both companies are not for profit. Together their goal is to raise awareness of a superior product and increase demand for Angus cattle.

### Top of the Line

Even though Certified Angus Beef® Brand is not the only brand of Angus beef, when compared in taste tests to other brands, it is superior in flavor, tenderness, juiciness and overall palatability.

### Expert on Staff

Palmer's has their very own in house meat expert, trained in the Certified Angus Beef® Brand MBA program to answer any questions and help educate people about the science behind the sizzle.



*“We use it all the time! We only buy Certified Angus Beef® Brand; It's a consistently graded product that we dry age it ourselves. We haven't had any issues with complaints ...and we're a steakhouse.” -Chef, Tournedos Steakhouse*

*“Absolutely fantastic! It has incredible marbling and flavor. Our customers love it! We don't intend to go anywhere else for beef because it is so tender and flavorful.” -Chef, Prime Steakhouse*