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food services

## Certified Angus Beef® Brand Natural

Demand for all natural products is rising. Certified Angus Beef® brand Natural is raised by cattlemen and women dedicated to raising the best beef, naturally. Their high-quality Angus cattle come from ranches in America's heartland, where they provide the best start-to-finish care so you can offer great-tasting, all-natural beef.

Certified Angus Beef® brand Natural is proudly raised with stringent "never, never, never" standards:

**Never** given hormones

**Never** given antibiotics

**Never** fed anything but a 100% vegetarian diet

### 10 Specifications That Every Cut Must Meet

All Certified Angus Beef® brand products must meet these specifications and natural is no exception:

1. Modest or higher marbling: for the taste that ensures customer satisfaction
2. Medium or fine marbling texture: the white "flecks 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 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 and another 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.



### Added Care is Added Value

People who see the value in a natural product are willing to pay top dollar, especially if that product delivers fantastic taste and flavor. Natural products have a higher market value and bring in more dollars than regular beef products.

### Minimally Processed

Beef tastes best when it's not fussed over. All natural products have a delicious flavor that doesn't need to be heavily seasoned to taste great.

### No More Returns

All product will surpass your needs and is guaranteed against shipping spoiled or undesired product and will meet specifications set down by Certified Angus Beef® Brand before it is shipped out.



### Naturally Delicious

Your customers demand all natural products, but you don't have to sacrifice flavor or texture to please them. Many products claiming to be all natural still give their animals residual hormones to increase growth. Trust that Certified Angus Beef® brand Natural will not only delight their palates but also put their minds at ease.

### Higher Standards than Most

Even though Certified Angus Beef® Brand Natural is not the only brand of Natural beef, their standards are more strict than even the USDA. Your meat is 100% natural and 100% Certified Angus Beef®. Take pride in knowing that you are purchasing the best natural product available.

