

At Home On The Finest Tables. Or Between Two Slices Of Bread.

THE NEW AMERICA'S BEEF ROAST

Formal Or Everyday Meals



Big Beefy Flavor



Great Eye Appeal



Simple Preparation



Superb Value

WHAT IS THE AMERICA'S BEEF ROAST?

- ◆ An impressive new roast from the Chuck Roll that's perfect for special occasions or dressed down for everyday meals.
- ◆ A reasonably-priced alternative to prime rib.
- ◆ As mouthwatering and delectable as it is versatile.

HOWEVER IT'S SERVED, THE AMERICA'S BEEF ROAST IS AN ALL-OCCASION ALL-STAR.

- ◆ Just dry-roast to medium, and you've got a meal that'll wow any appetite - in any setting.
- ◆ It goes great as a center-of-the-plate entrée or sliced thin for tasty roast beef sandwiches.

GIVE THIS TOP-NOTCH ROAST A HOME AT YOUR PLACE.

- ◆ The America's Beef Roast offers both you and your customers outstanding value.
- ◆ Add it to your offerings and watch the compliments come rolling in.



FUNDED BY THE BEEF CHECKOFF

©2007 CATTLEMEN'S BEEF BOARD AND NATIONAL CATTLEMEN'S BEEF ASSOCIATION

LEARN MORE ABOUT THE AMERICA'S BEEF ROAST AND OTHER CULINARY BREAKTHROUGHS AT WWW.BEEFINNOVATIONSGROUP.COM.

