

Flat Out Genius.

THE FLAT IRON STEAK

Juicy With Great Flavor



No Tenderizing Required



Versatile



Well Marbled



Nutritious



Superb Value



Low Cost, High Margins

WHAT IS A FLAT IRON STEAK?

- ◆ A less expensive alternative to rib or loin steaks that still offers great taste and appetite appeal.
- ◆ It's cut from the second most tender beef muscle, located in the Shoulder Clod.
- ◆ A flavorful, well-marbled steak that's perfect for dinner menus.

A SMART CHOICE IN THE KITCHEN.

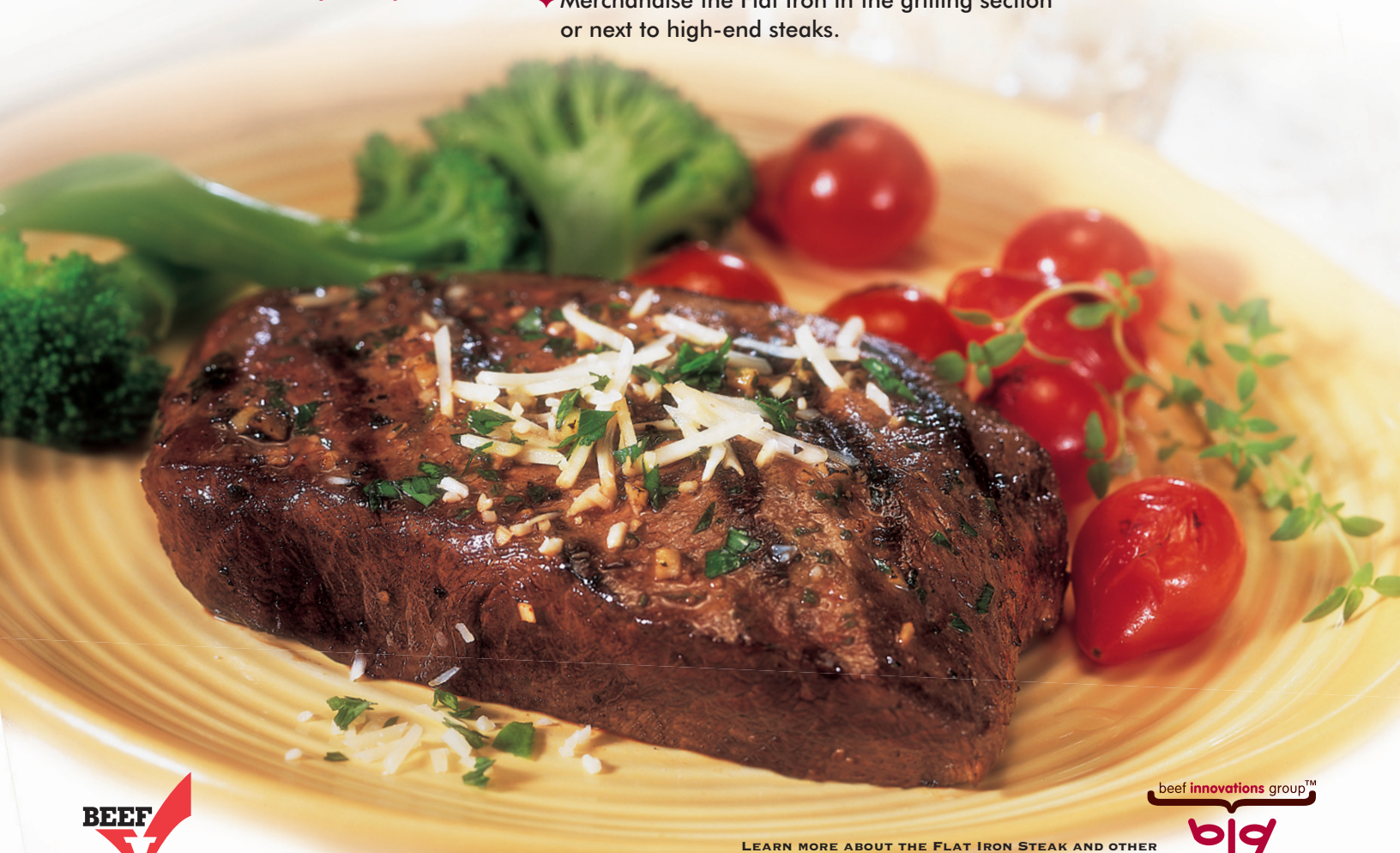
- ◆ The Flat Iron Steak is versatile and kitchen friendly. Grill it, broil it or fire up the skillet.
- ◆ Absolutely no tenderizing is required.
- ◆ Suited to a wide variety of rubs and seasonings.

APPETITE APPEAL THAT'S SIMPLY BRILLIANT.

- ◆ Juicy and flavorful.
- ◆ Try it for stir-fry, fajitas, even salads.

HOW CAN YOU SHOW YOUR OWN GENIUS?

- ◆ Portion the 1.25 lb. Flat Iron cut into 6 to 8 oz. steaks.
- ◆ Merchandise the Flat Iron in the grilling section or next to high-end steaks.



FUNDED BY THE BEEF CHECKOFF

LEARN MORE ABOUT THE FLAT IRON STEAK AND OTHER CULINARY BREAKTHROUGHS AT WWW.BEEFINNOVATIONSGROUP.COM.

