

# A Secret Too Good To Keep At The Ranch.

## THE RANCH CUT STEAK

Exceptionally Versatile



Tender



Cooks Quickly



Lean & Nutritious



Superb Value



Low Cost, High Margins



### WHAT IS A RANCH CUT STEAK?

- ◆ A less expensive alternative to rib or loin steaks that still offers great taste and versatility.
- ◆ A tender cut from the Shoulder Clod.

### WORD'S OUT IN THE KITCHEN.

- ◆ The Ranch Cut Steak is excellent grilled, broiled or cooked by skillet.
- ◆ It's versatile enough for all kinds of everyday meals.
- ◆ Busy cooks love the fact that this kitchen-friendly steak cooks so quickly.

### APPETITE APPEAL THAT SPEAKS FOR ITSELF.

- ◆ Mouthwatering dishes like kabobs and stir-fry are a cinch with the Ranch Cut Steak.
- ◆ It's ideal for a variety of seasonings.

### GET IN ON THE SECRET.

- ◆ Portion into 8 to 12 oz. steaks.
- ◆ Merchandise Ranch Cut Steaks in the grilling section or next to high-end steaks.



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