



**Slow-cooked flavor with
less than two minutes prep.**

Introducing the Homestyle Beef Pot Roast with Vegetables.

Give customers a delicious reason to visit your deli, without giving yourself a lot of extra work. The Homestyle Beef Pot Roast is slow-cooked to perfection, but all you have to do is heat and serve. So in no time you can take advantage of the comfort food trend.



IT'S WHAT'S FOR DINNER.®



Bring the Taste of Home to Your Deli!

Are You Serving America's Favorite Protein?

- Consumers eat beef more than any other protein – whether at home or in restaurants.
- Consumers want comfort foods. The Homestyle Beef Pot Roast lets you satisfy their hunger for home-cooked taste.

Make It To Go.

- Consumers want to eat at home, but they don't want to cook at home. Capitalize on this opportunity by offering a delicious grab-and-go pot roast.
- Make it a meal. Merchandise the Homestyle Beef Pot Roast with dinner rolls or breads from the bakery. Make it easy for your customers to take home a complete meal.
- It's perfect for dinner. Each pot roast serves 3-4 generous portions.

Beef Up Your Sales.

- Beef up your incremental sales. Consumers are looking for a hearty alternative to chicken, so adding beef gives customers a delicious reason to visit your deli more often.
- Beef up your margins. Homestyle Beef Pot Roast offers a high dollar ring – close to a 50% margin.

High Dollar Ring. Low Labor.

- Homestyle Beef Pot Roast comes ready-to-heat in your conventional or convection oven.
- Vegetable package comes pre-portioned and heats in the same pan as the pot roast.



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FOR MORE INFORMATION CONTACT:
NATIONAL CATTLEMEN'S BEEF ASSOCIATION
NEW PRODUCT DEVELOPMENT DEPARTMENT
312-467-5520