

SELLING TIPS FOR THE

Flat Iron Steak

Here are some ideas to help you generate interest and customer trial when you introduce this cut:

PRICING AND YIELD

Retail Price: high to moderate (same as or higher than Tri-Tip Steaks)

- Use the 114D Beef Chuck Shoulder (Clod) Top Blade (IMPS/NAMP) as your starting raw material.
- If cutting the Flat Iron from the whole Shoulder Clod (114) fits your operation you will need to find an outlet for the remaining muscles. You may also be interested in the new Ranch Steak. (Contact your National Cattlemen's Beef Association representative or state beef council for information on this cut.)
- An interactive cut test worksheet is available to analyze net and gross profit margins on the Beef Value Cuts CD included with this folder. The worksheet provides the user the ability to edit retails, cost and labor rates, then automatically updates the gross and net margin calculations.

Average size of the Flat Iron is 1.25 pounds portioned into 6 oz. to 8 oz. steaks.

- Yield value on the whole Top Blade Muscle averages 50%, so to implement a successful Flat Iron program you must give careful consideration to pricing to recover the cut loss.

TRAINING

Prior to the new cut launch, distribute the cutting instructions to ensure the meat department staff is properly trained to cut to specifications.

DISPLAY

- Display in the grilling or lean sections of your meat case or next to premium steaks.
- Leave this extra flavorful muscle whole for a great London Broil application.
- Use signage to communicate characteristics and call attention to this new cut. Consider messages like:

Juicy, Tender and Flavorful Grilling Steak	Amazingly Tender Celebrate Steak	Family Pleaser Guaranteed Tender!	Our Best New Steak
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Contact a National Cattlemen's Beef Association representative or visit rdranch.com for more information on available signage, and labels.

- Merchandise the Whole Top Blade in a 10s style tray or portioned steaks into a 20s tray.
- If you do not have a black tray program, consider introducing these new cuts in black trays to attract attention.
- Apply on-pack labels with cooking and carving information.

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Selling Tips for the Flat Iron Steak

PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Flat Iron Steak at store level. (See sampling tips in this folder).
- After the cut is established consider running a reduced price ad feature.
- Include these cuts in a grilling-themed promotion in your weekly circular.
- **Frequent Shopper Card** – Send coupons or other introductory offers to consumers who purchased butterflied pork chops or Top Sirloin Steaks.
- **In-Store**
 - Place a “Try the New Flat Iron Steak” sign on the front doors or windows.
 - Use intercom announcements to tell the full story on this new cut.
 - Direct consumers to these cuts in the case through:
 - **Case dividers**
 - **Signage**
 - **Rail Strips**

EDUCATION

Research shows that some consumers don't feel confident preparing beef. Make sure your customers know how to prepare the Flat Iron.

- Best cooking methods: grill, skillet cook, broil, stir fry
 - Tender without marinade
 - Maintains tenderness even at high degrees of doneness 150° to 170°F.
- Cooking and serving ideas
 - Grill steaks with a lime-garlic rub, carve and serve fajita-style.
 - Cut into pieces for your favorite kabobs and grill or broil.
 - Cut into strips and use in a simple sesame beef and asparagus stir fry.
 - Grill whole and slice at the table.