

SELLING TIPS FOR THE

Sirloin Tip Side & Sirloin Tip Center Steaks

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

PRICING AND YIELD

Beef Sirloin Tip Center Steaks Retail Price: moderately high

Beef Sirloin Tip Side Steaks Retail Price: moderate

- Use 167A Beef Round Knuckle, Peeled as your starting raw material.
- An interactive cut test worksheet is available to analyze net and gross profit margins (on the Beef Value Cuts CD with this kit.) The worksheet provides the user the ability to edit retails, cost and labor rates, then automatically updates the gross and net margin calculations.

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.
- Use signage to communicate characteristics and call attention to the new cuts. Consider messages like:
Staple Steaks **Breakfast Blast: Tip Side Steak Sandwiches**
Beef Bonanza Sale **Dynamic Duo: Great Steaks with a Great Punch!**
Contact a National Cattlemen's Beef Association representative or visit rdbranch.com for more information on available signage, and labels.
- Reach convenience-oriented consumers by including these cuts in the service case as part of your tumbling program.
- Merchandise the Sirloin Tip Side and Sirloin Tip Center steaks in a 20s style 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.

PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Sirloin Tip Side and Sirloin Tip Center 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 Beef Chuck Steaks, Boneless or Mixed Pork Chops.
- **In-Store**
 - Place a "Try our New Steaks" 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**

Sirloin Tip Side and Sirloin Tip Center Steaks

Selling Tips for the Sirloin Tip Side and Sirloin Tip Center Steaks

EDUCATION

Research shows that some consumers don't feel confident preparing beef. Make sure your customers know how to prepare the Sirloin Tip Side and Sirloin Tip Center Cuts.

Beef Round (Sirloin) Tip Center Roast

- Best cooking methods: roast
- Cooking and serving ideas
 - Rub roast with Mediterranean seasonings, such as olive oil, oregano, basil and lemon peel before roasting.
 - Thinly slice roast beef and sandwich between split ciabatta with roasted red onions and lemon-basil mayonnaise.

Beef Round (Sirloin) Tip Center Steak

- Best cooking methods: grill, broil, skillet
- Cooking and serving ideas
 - Grill steaks with peppers and onions, carve and serve on hoagies with cheese for a twist on a cheese steak sandwich.
 - Rub steaks with oregano, garlic and pepper and skillet cook; serve with olive and roasted pepper relish and crumbled feta.

Beef Round (Sirloin) Tip Side Steak

- Best cooking methods: marinate and grill, broil
- Cooking and serving ideas
 - Marinate in barbecue sauce and grill; serve with coleslaw and beans.
 - Cut steaks into strips, stir-fry for a quick weeknight stroganoff.