

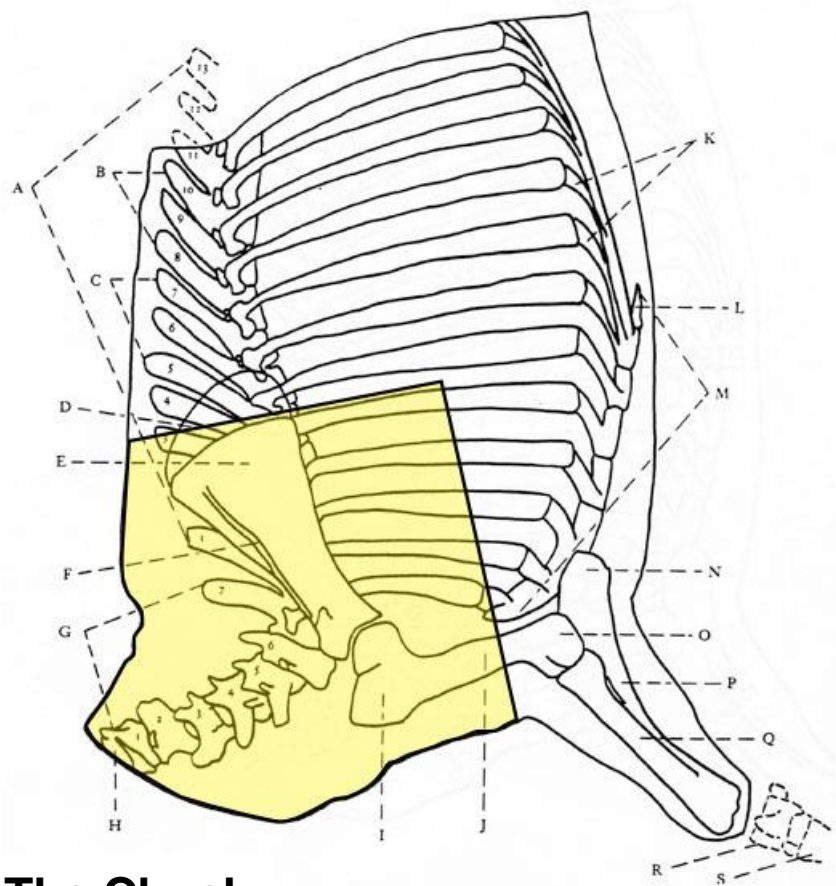


# EBLEX CHUCK ROLL DEMO

5-10-2010



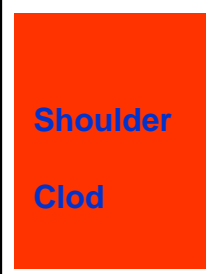
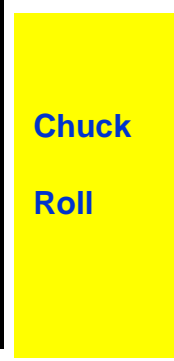
# Anatomical Locations



The Chuck

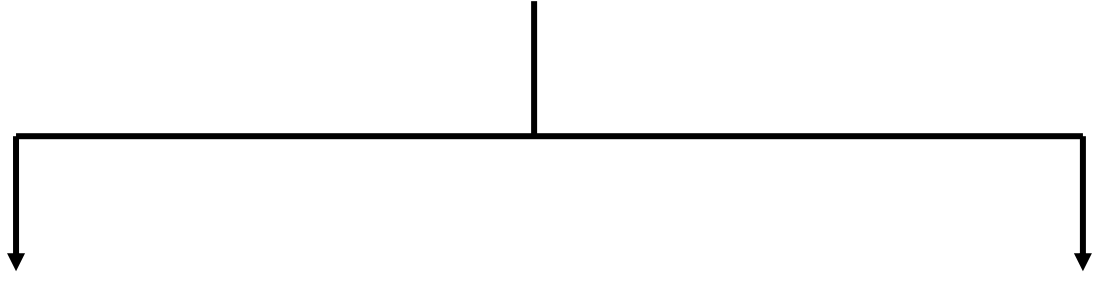


Scapula





**Chuck Roll  
NAMP 116A**



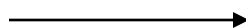
**Chuck Eye  
NAMP 116D**



**Underblade  
NAMP 116E**



# Chuck Eye/Delmonico Steaks





# Boneless, Country-Style Beef Chuck Eye Ribs



***“I was really impressed with how fresh they (ribs) looked; they looked really good – almost too good.”***



# America's Beef Roast



*“...the house smelled like a roast. You know it smelled really good.”*

*“The roast is very easy to just sprinkle seasoning on it and put it in the pan and put it in the oven.”*



# Sierra Cut





# Denver Cut



***“I really liked the steak. It was easy to cook, it was a perfect size and I cooked it the way I normally cook steak. It tasted good.”***



***“The steak was light, juicy and very flavorful.”***







# Warner-Bratzler Shear Force Rank

Rank	Muscle	Subprimal
1	Psoas major	Tenderloin
2	Infraspinatus	Shoulder Clod
3	Spinalis dorsi	Ribeye/Chuck Roll
4	Serratus ventralis	Chuck Roll
5	Multifidus dorsi	Chuck Roll
6	Subscapularis	Chuck
7	Teres major	Shoulder Clod
8	Rectus femoris	Knuckle
9	Tensor fascia latae	Sirloin
10	Biceps brachii	Chuck



# Try our New Boneless Beef Chuck Rib with a Coffee Spiced Rub!



Funded, in part,  
by The Beef Checkoff





# Chuck Roll New Product Launch - Retail

*Treat Your Family to*  
**Something New!**  
Denver Steak

Washington BEEF

★ Generously marbled ★ Great for any occasion

*Treat Your Family to*  
**Something New!**  
Bistro Braising Strips

Washington BEEF

★ Flavorful and juicy ★ Perfectly portioned

*Treat Your Family to*  
**Something New!**  
Chuck Eye Steak

Washington BEEF

CERTIFIED ANGUS BEEF BRAND

★ Premium flavor ★ Tender & juicy ★ Great for grilling

**QFC**  
Quality Food Centers

You Know It's Going To Be Good!

CERTIFIED ANGUS BEEF BRAND

We've got great new beef dinner solutions for your family!  
Time and Budget Friendly

IT'S WHAT'S FOR DINNER?

**5.99** lb

Certified Angus Bistro Braising Strips  
U.S.D.A. Choice Beef, Tender and Flavorful, Easy Cold-Weather Meal

Save up to \$1.00 per lb. WITH ADVANTAGE CARD.





# 2009 Foodservice Volume

- 16 M lbs Chuck Eye/Delmonico Steaks
- 15 M lbs Boneless Country-Style Ribs
- 7 M lbs America's Beef Roast
- 4 M lbs Denver Cut