

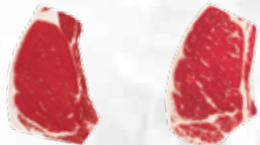
Chairman's Reserve® Certified Premium Beef



A Cut Above the Rest

Provide the best for your customers:

- A white tablecloth restaurant quality eating experience at home—every time.
- Cuts that set the standard for taste and trust.
- Exceptional flavor, tenderness and juiciness that only premium beef provides.
- *Chairman's Reserve* beef is the top tier of the USDA Choice grade (with the upper 2 of 3 marbling scores within that grade), and can include USDA Prime grade beef.



Lack of marbling Well-marbled

- Modest 00 (or higher) marbling with medium/fine marbling texture
- Grade A maturity

These stringent selection standards consistently yield a superior product:
Chairman's Reserve Certified Premium Beef.

Separate yourself from the competition:

- Trade your discerning customers up to premium* beef.
- Give your more budget-conscious customers a high-end choice for special occasions.
- Create satisfied, loyal customers who recognize quality and keep coming back.

**Research indicates more consumers associate the word "premium" with high-quality beef than associate the word "Angus" with high-quality beef.*

Tyson Fresh Meats: Chairman's Reserve Brand Refresh Survey, August 2010



Chairman's Reserve® Certified Premium Beef



Premium beef from the company you trust

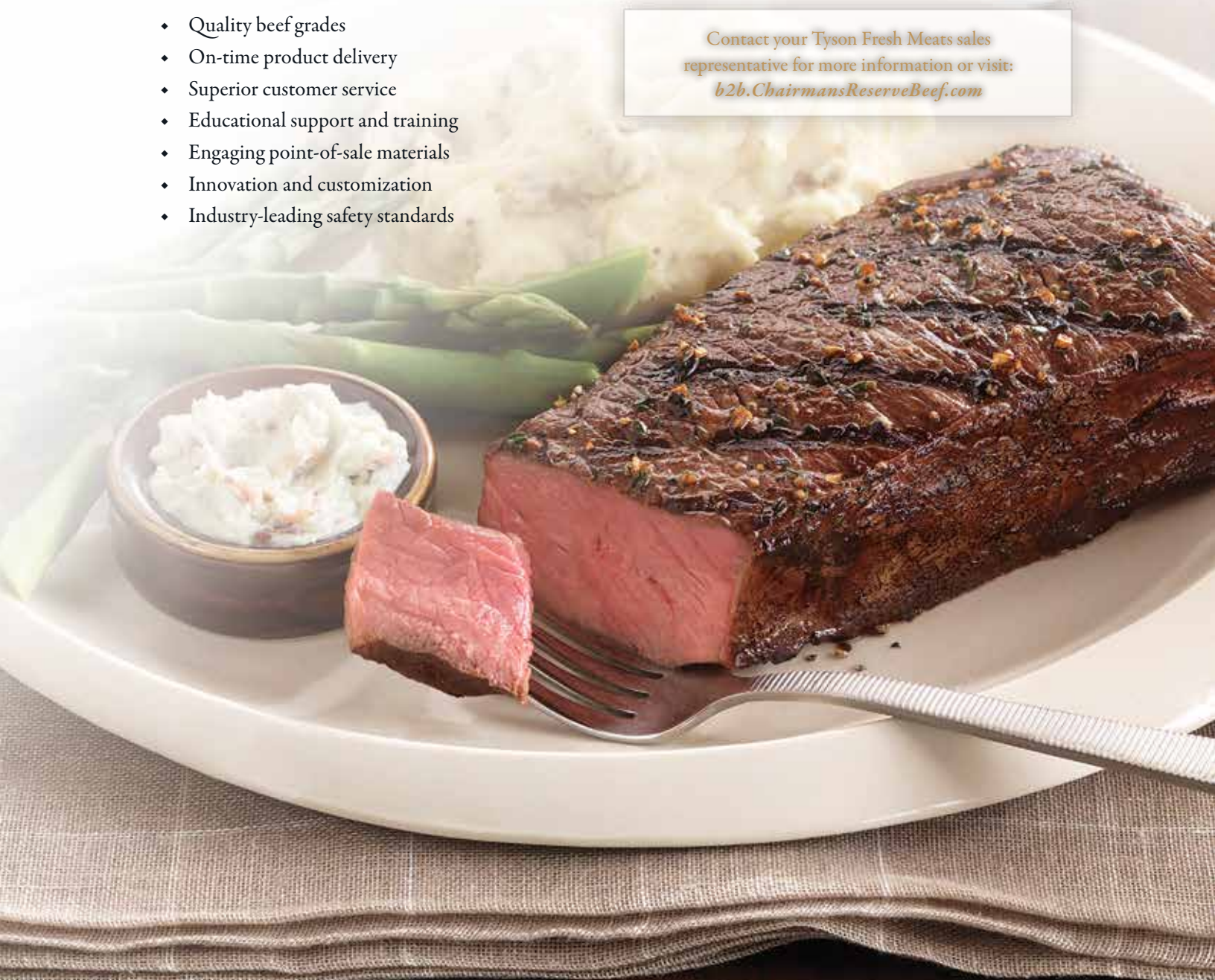
The *Chairman's Reserve* Premium Meats brand and its *Chairman's Reserve* Certified Premium Beef products are backed by the knowledge and experience of Tyson Fresh Meats, Inc. As one of the world's largest meat processors, we bring you all the benefits you expect, including:

- ◆ Quality beef grades
- ◆ On-time product delivery
- ◆ Superior customer service
- ◆ Educational support and training
- ◆ Engaging point-of-sale materials
- ◆ Innovation and customization
- ◆ Industry-leading safety standards

Our commitment to food safety is clear with our concerted efforts, including certification to the British Retail Consortium (BRC) standard which meets the Global Food Safety Initiative (GFSI).

REWARD YOURSELF WITH QUALITY™

Contact your Tyson Fresh Meats sales representative for more information or visit:
b2b.ChairmansReserveBeef.com



Product Codes



Description	Product Code	Pack	Cube	Case Dimension	Tie/High
CHUCK					
Bnls Chuck Teres Major	D1050AH	10 lbs/bag 6 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Chuck Shoulder Clod XT	D1130AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Chuck Mock Tenders	D1180AH	4 pcs/bag 5 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Chuck Roll Trimmed Neck Off CRT	D1240AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Chuck Roll XT	D1300AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls 2 Piece Shoulder Clod Trimmed	D1340AH	6 blades/box 6 muscles/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Semi-Bnls Neck Off Chuck	D1490AH	1 blade/box 1 clod/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
RIB					
Bnls Lipon Ribeye LGT	D2130AC	1 pc/bag 6 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bnls Lipon Ribeye HVY	D2140AC	1 pc/bag 5 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bnls Lipon Ribeye 1x1 CRT	D2270AC	1 pc/bag 5 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Lipon Ribeye LGT	D2330AH	1 pc/bag 4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bone-In Lipon Ribeye HVY	D2340AC	1 pc/bag 4 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Rib Frenched 12x12	D2820AC	1 pc/bag 2 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Rib 12x12	D2830AC	1 pc/bag 2 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Short Ribs	D2500AC	4 pcs/bag 4 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
LOIN					
Bnls Loin Strip 0x1 - HVY	D4030AC	1 pc/bag 6 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bnls Loin Strip 0x1 - LGT	D4120AH	1 pc/bag 6 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Loin Strip 1x1 XT	D4060AH	1 pc/bag 5 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bone-In Loin Strip 1x1 XT	D4280AC	1 pc/bag 4 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Loin Strip HVY	D4990AC	1 pc/bag 3 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Short Loin 0x1 XT	D4370AC	1 pc/bag 3 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bone-In Short Loin 2x3	D4380AC	1 pc/bag 3 bags/box	2.45	23 1/2 x 18 x 9 1/4	4 x 5
Bnls Tenderloin PSMO	D4080AH	1 pc/bag 12 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 4
Bnls Butt Tenderloin Peeled	D4090AH	2 pcs/bag 9 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Top Sirloin XT	D4560AH	1 pc/bag 6 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
ROUND					
Bnls Inside Round XT	D6110AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Inside Round Denuded	D6180AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Inside Round CAP OFF Denuded	D6120AH	1 pc/bag 3 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Round Eye	D6250AH	1 pc/bag 12 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Bottom Round Flat	D6270AH	1 pc/bag 4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Bottom Round Flat XT	D6280AH	1 pc/bag 5 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Knuckles Peeled	D6300AH	1 pc/bag 6 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Round 2 Piece Heel Out XT	D6420AH	1 round/bag 1 knuckle/bag 1 bag each/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
THIN MEATS					
Bnls Special Trim	D0140AH	14 lbs/bag 6 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 4
Bnls Beef Outside Skirt	D3150AHV	2 pcs/bag 16 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Beef Outside Skirt Peeled	D3830AHV	2 skirts/bag 15 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Beef Inside Skirt	D3100AH	4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Bottom Sirloin Butt Ball Tips	D4490AH	21 lbs/bag 4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 4
Bnls Bottom Sirloin Butt Tri Tip Peeled	D4820AH	8 pcs/bag 4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Bottom Sirloin Butt Flap Meat	D4530AH	17 1/2 lbs/bag 4 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Hanging Tenders/Diaphragm	D5100AH	2 pcs/bag 10 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Flank Steaks	D5150AH	6 pcs/bag 7 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Briskets - Regular	D7100AH	1 pc/bag 5 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5
Bnls Briskets - Nose Off	D7130AH	1 pc/bag 12 bags/box	2.07	23 1/2 x 15 1/2 x 9 1/4	5 x 5

XT = 1/4" Trim

CRT = Case Ready Trim

Bnls = Boneless

SMO = Side Muscle Off

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