



INDUSTRY OUTLOOK

BRAND OVERVIEW

OUR CUTS

INSPIRATION

A GUIDE TO STERLING SILVER® PREMIUM MEATS

The industry, the brand, and a detailed look at each of our cuts for showing specs and cooking methods to operators.





CUSTOMERS CRAVE IT

When diners head to restaurants, you can expect them to often seek out the appetizers and entrées that feature beef. Operators are seeing this on order slips as well as in their profit margins.

30%

Consumers are enjoying more meat, poultry, fish and seafood, 30% of which is beef.¹

\$111B

US expenditures on beef reached an all-time high in 2019, at \$111B.²



TOP BEEF CUTS

There are certainly customer favorite cuts, but don't be surprised to see new, trending favorites every year.



The most popular cuts in order are tenderloin, strip steak, ribeye, top sirloin, porterhouse/t-bone⁴



Filet, ribeye, strip, flank, flat iron and petite tender are particularly appealing cuts ordered at restaurants.¹

ON THE MENU

There's no one-size-fits-all when it comes to menuing beef. Your guests will want options that range from classic, center-of-plate to globally inspired dishes.

42%

42% of beef consumers want restaurants to offer beef entrées with new flavors.³



Diners prefer their beef:
55% grilled
39% barbecued
34% charbroiled³

Both taste and tenderness are equally important when defining the quality of steak.²

BENEFITS TO YOU

With a good selection of beef on the menu, you're sure to see the ripple effects—from more guests to better opportunities for specials to a better bottom line.

65%

65% of operators say steak can make a successful LTO.⁶

70%

70% of operators say steak on the menu increases traffic.⁶

Beef drives great overall profit dollars as diners tend to order more appetizers, sides, desserts and alcohol.⁵

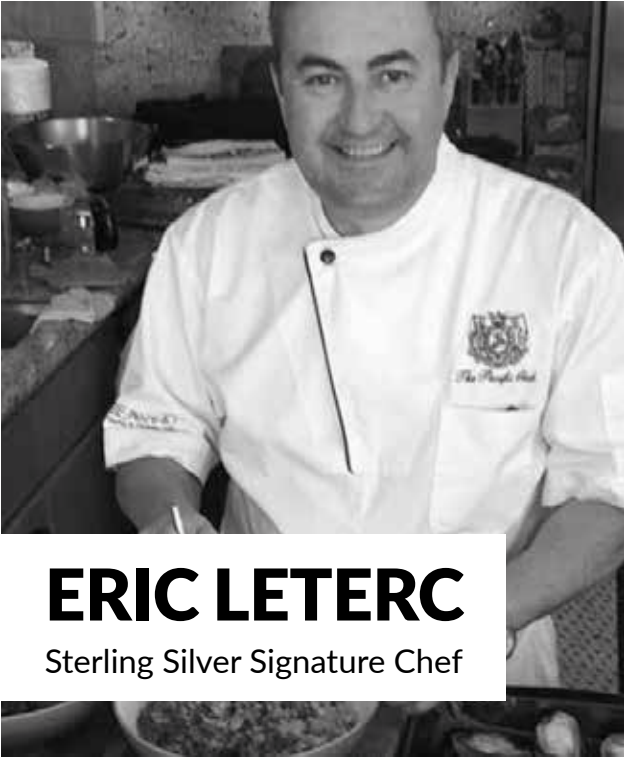
With all this demand, there's no room to settle.

Sterling Silver® Premium Meats beef cuts have the flavor, consistency and performance to create an amazing experience.

“ THE CUSTOMERS SEEM TO REALLY ENJOY EVERYTHING BEHIND IT: THE FAT CONTENT, THE FLAVOR PROFILE, EVEN THE STORY BEHIND IT. ”



DAVE CUNTZ
Sterling Silver Signature Chef



ERIC LETERC
Sterling Silver Signature Chef

“ WITH STERLING SILVER, I KNOW IT'S CONSISTENT AND I KNOW WHAT I'M GOING TO GET EACH TIME. ”

1 Data measured from 2018; Beef Remains Foodservice Mainstay, Technomic 2019
2 Understanding the Beef Consumer at Foodservice, Restaurants Rise, 2020
3 Beef & Pork Consumption Report, Technomic 2019

4 The Most Popular Steak Cuts Served in Restaurants, Beef.org on Beef2Live, 2021
5 The MVP in Foodservice Sell Sheet, Beef. It's What's for Dinner., 2021
6 2018 Beef Volumetric Study, Technomic Inc.

YOUR CULINARY CANVAS

Sterling Silver® Premium Meats are cuts of beef for those who turn their craft into art. Our high standards—Upper 2/3 Choice, USDA Certified Tender, consistency in cut, and minimum 21-day aging—provide a platform for chefs to be inspired and create their very best.

[STERLING SILVER BRAND OVERVIEW](#)

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[STERLING SILVER VS. CERTIFIED ANGUS BEEF](#)

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[MENU MENTION PROGRAM OVERVIEW](#)

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[MASTERS OF BEEF PROGRAM OVERVIEW](#)

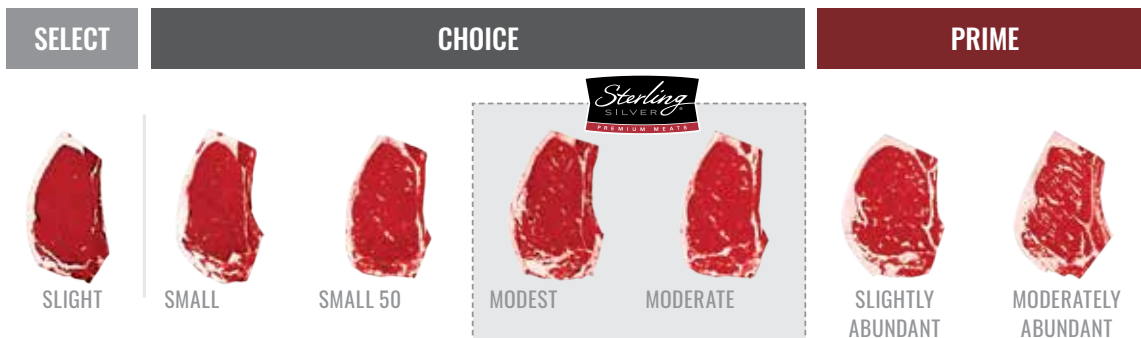
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BRAND OVERVIEW

STERLING SILVER® PREMIUM MEATS GUARANTEE

Sterling Silver Premium Meats adhere to strict standards for superior quality, delivering a tender, juicy and flavorful eating experience or your money back.



QUALITY FROM THE START

You can fully trust our premium beef to be:

CONSISTENT

Our stringent evaluation process guarantees every cut will perform consistently every time.

QUALITY

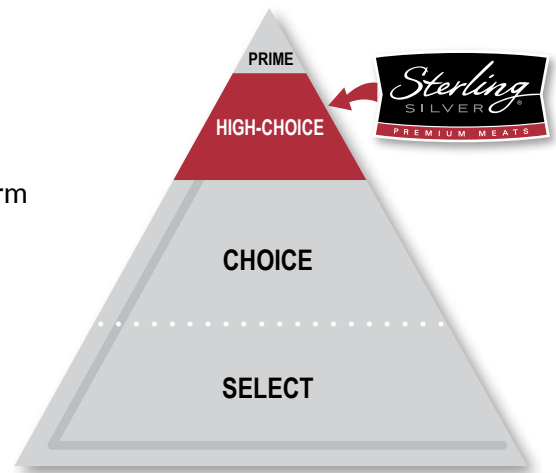
We only select upper 2/3 of USDA Choice-graded beef.

MARBLED

All our cuts have marbling graded modest or higher by the USDA to ensure tenderness and flavor.

AGED

Our meat is always aged a minimum of 21 days.





ENSURING QUALITY

GENETICS AND CATTLE SELECTION

We base our procurement on quality, not quantity, because we understand premium beef begins with excellent animals.

FOOD SAFETY

We're committed to reducing and eliminating foodborne illness. Our ongoing research and development of new technologies drive accountability across our supply chain.

Sterling Silver cuts are carefully selected to help create an unforgettable dining experience. Research, development and technology are just a few of the areas we've invested in to ensure quality, empowering you to serve outstanding beef with pride and confidence.

HUMANE ANIMAL HANDLING

We consider it a moral obligation to treat animals with dignity and respect. Calm, properly-raised animals provide higher-quality, more tender beef.

OBJECTIVE QUALITY ASSESSMENT

Our automated Camera Assessment System impartially evaluates marbling, fatness and ribeye size based on digital images of each ribeye area.

TENDERNESS PROCESS

Our proprietary, patented process ensures that every Sterling Silver product delivers a consistently tender eating experience.

EXPERIENCE THE POWER OF MARKETING SUPPORT



WAITSTAFF TRAINING MATERIALS

These tools help your staff be as knowledgeable as possible to better serve your guests. (Beef cuts poster, temperature chart, reference cards, training quiz and more.)



BRANDED POS MATERIALS

These items quickly build awareness for the premium beef you serve. (Aprons, hats, polo shirts, check presenters, pens and more.)



MENU MENTION PROGRAM

Let customers know you serve the very best – and earn extra cash – just by adding the Sterling Silver logo to your menu. Contact your representative to get started.



MASTERS OF BEEF PROGRAM

A big plus for qualifying loyal customers, this program shares product samples, culinary trends, insights and chef-developed recipe ideas. Sign up on sterlingsilvermeats.com



SIGNATURE CHEF PROGRAM

Our elite network of chefs will provide on-trend inspirations, culinary education and timely solutions – to help you develop menu-defining dishes.

KEY PROTEIN TRENDS

As leaders in premium beef, we study our industry and strive to keep you informed. Check out these recent numbers:

71%

of consumers describe themselves as Meat Eaters.¹

81%

of beef consumers agree that beef dishes are comfort foods.²

42%

of beef consumers want restaurants to offer beef entrees with new, unique flavors.²

72%

of full service operators say steak increases foot traffic.³

Explore more trends and menu inspiration at sterlingsilvermeats.com, or contact your Sterling Silver® representative.

1. Datassential Study per Meat & Poultry Trends SmartBrief Oct. 2019

2. Consumer Trend Reports: Beef & Pork, Technomic Inc. 2019

3. US Foods. Food Fanatics Magazine, Fall 2019 Issue, By the Numbers





PREMIUM QUALITY NATURALLY

USDA defines “natural” as minimally processed, containing no artificial ingredients or flavorings and containing no chemical preservatives. USDA “natural” cattle can still be administered antibiotics and growth hormones; however, a withdrawal time is required before slaughter. Both Sterling Silver® Premium Meats and Certified Angus Beef® brands offer premium, natural beef.

	STERLING SILVER PREMIUM MEATS	VS.	CERTIFIED ANGUS BEEF
MARBLING/GRADE	<ul style="list-style-type: none"> MARBLING SCORE OF MODEST OR HIGHER MEDIUM OR FINE MARBLING TEXTURE - MARBLING MELTS INTO THE BEEF, RESULTING IN RICH, AUTHENTIC FLAVOR HAND-SELECTED, ONLY TOP-TIER CHOICE 		<ul style="list-style-type: none"> MARBLING SCORE OF MODEST OR HIGHER MEDIUM OR FINE MARBLING TEXTURE - THE WHITE “FLECKS OF FLAVOR” IN THE BEEF ENSURE CONSISTENT FLAVOR AND JUICINESS IN EVERY BITE
MATURITY	OUR PREMIUM BEEF IS EXCLUSIVELY “A” MATURITY (UNDER 30 MONTHS OF AGE AT TIME OF HARVEST) TO ENSURE THAT IT DELIVERS ON FLAVOR, TENDERNESS AND JUICINESS EVERY TIME		ONLY THE YOUNGEST CLASSIFICATION OF PRODUCT QUALIFIES AS “A” MATURITY - FOR SUPERIOR COLOR, TEXTURE AND TENDERNESS
UNIFORMITY	<ul style="list-style-type: none"> 10- TO 16-INCH RIBEYE AREA LESS THAN 1,050-POUND HOT CARCASS WEIGHT NO YIELD GRADE 5 CARCASSES CERTIFIED FOR BRANDING THROUGH THE CAMERA ASSESSMENT SYSTEM 		<ul style="list-style-type: none"> 10- TO 16-INCH RIBEYE AREA LESS THAN 1,050-POUND HOT CARCASS WEIGHT LESS THAN 1-INCH FAT THICKNESS
APPEARANCE & TENDERNESS	<ul style="list-style-type: none"> NO DAIRY-TYPE MUSCLING PRACTICALLY FREE OF CAPILLARY RUPTURE NO DARK CUTTERS NO NECK HUMP EXCEEDING 2 INCHES PROPRIETARY TENDERNESS PROCESS 		<ul style="list-style-type: none"> SUPERIOR MUSCLING PRACTICALLY FREE OF CAPILLARY RUPTURE NO DARK CUTTERS NO NECK HUMP EXCEEDING 2 INCHES
AVAILABILITY	<ul style="list-style-type: none"> SOURCED EXCLUSIVELY FROM ONLY FIVE NORTH AMERICAN PLANTS ENSURING CONSISTENCY AND QUALITY CONTROL STERLING SILVER IS ONLY AVAILABLE FROM ONE PACKER; THEREFORE, THE SPECS CAN BE CONTROLLED FOR CONSISTENT EXPERIENCES 		
CATTLE SOURCE	<ul style="list-style-type: none"> NOT BREED-SPECIFIC SELECT QUALITY OVER BREED 		
QUALIFIES FOR USDA CERTIFIED TENDER*	STERLING SILVER CUTS QUALIFY FOR CERTIFIED TENDER		
GUARANTEED**	STERLING SILVER GUARANTEES PRODUCT		

*Certified Tender is a USDA-regulated program. In order to claim and promote Certified Tender, customers must adhere to the guidelines set forth by the USDA.

**Must have receipt (proof of purchase); Guarantee not offered for beef cooked to well done; Qualifying product must be Sterling Silver® beef, aged a minimum of 21 days.





THERE'S ALWAYS ROOM FOR STERLING SILVER

EARN \$250* JUST BY ADDING THE STERLING SILVER® PREMIUM MEATS LOGO TO YOUR MENU

INTRODUCING STERLING SILVER

When your guests come in for a great meal, they expect a lot. They want quality. They want consistency. They want their steak to be juicy, tender and delicious. But most importantly, they want an experience to remember. And they want to share that experience. Enter Sterling Silver: the perfect way to connect with others.

WHAT SETS STERLING SILVER APART FROM THE REST?

- Consistency. Sterling Silver beef is sourced from a small handful of locations nationwide, ensuring a consistent level of quality.
- Quality. Only 1 out of every 4 animals qualifies for the Sterling Silver brand.
- Aging. Every cut is aged a minimum of 21 days for maximum flavor and tenderness.
- Marbling. Our marbling creates up to 80% more flavor than other products.

Source: "Relationships of USDA Camera-Based Quality Grades to Beef Palatability Attributes" by M.R. Emerson, J.D. Tatum, et al., Colorado State University, 2011.

WHY PUT STERLING SILVER PREMIUM MEATS ON YOUR MENU?

How does \$250 in your pocket sound? Getting it is as easy as putting the Sterling Silver brand logo on your menu. When your guests see the Sterling Silver mark, they'll know a quality product is just an order away. Plus, your restaurant will be added to the locator guide on the Sterling Silver brand website, free of charge.

LOGO ARTWORK

To request a high-resolution Sterling Silver logo, or if you have questions on what qualifies as a menu mention, please contact your Cargill Foodservice COP Specialist.

*Earn \$250 per restaurant location with a maximum payout of \$1,500.

¹ 2018 Beef at Volumetric Study, Technomic, Inc.

REAP THE BENEFITS OF A PREMIUM OFFERING

According to a recent Technomic study¹, when asked about the importance of having steak on their menus, operators reported the following reasons.

- 72% said serving steak was a way to drive check averages (up 19% over one year).
- 62% said steak on the menu helped to increase traffic (up 17% over one year).
- 65% said that steak can make a successful LTO (up 20% over one year).
- 57% said that steak attracts bigger parties (up 19% over one year).
- 49% said steak eliminates the veto vote in a party (up 21% over one year).

PROGRAM DETAILS

This program is limited to one redemption per restaurant location per 12-month period. This offer is limited to foodservice operators only. Distributors or wholesalers are not eligible. Professionally printed menus only – weekly and daily cafeteria menus do not qualify. Sterling Silver logo must appear on menu a minimum of 90 days. By participating in this promotion, operator agrees to purchase Sterling Silver for six months after first putting the logo on their menu. Allowance will be paid 60 days after your submission of proof of performance. Cargill reserves the right to audit requests for payment and reserves the right to terminate this program at any time. Offer void where prohibited.





BACK

MASTERS OF BEEF

STERLING SILVER® PREMIUM MEATS

CULINARY EXPERIENCE

QUARTERLY INSPIRATION

Sterling Silver® Premium Meats offers a premier program designed to inspire chefs and operators. As one of our loyal Sterling Silver customers, you have been selected to participate in our culinary experience. Quarterly, you will receive a Masters of Beef box filled with product samples along with inspirations for your menu and pairings.



WHAT'S IN THE BOX

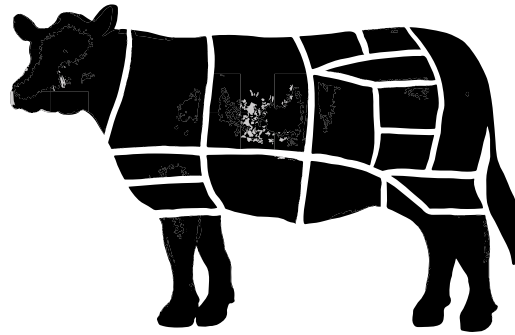
Each quarter, customers will receive their own Masters of Beef culinary experience box. These boxes come complete with a variety of invaluable tools including:

- Exclusive cut of Sterling Silver premium beef
- Information about the box's culinary theme
- Beef cut information card
- Insights about culinary trends
- Menu inspiration cards
- Premium gift

THE MASTERS OF BEEF COMMUNITY

We love to see what our chefs and operators create. Please share your **#mastersofbeef** creations with us by taking a photo and sharing on social media tagging **@sterlingsilverpremiummeats**. Or, you can send photos to **mastersofbeef@sterlingsilvermeats.com**.





OUR CUTS

Whether you're looking for a specific cut or just want to explore all we offer, Sterling Silver® Premium Meats offers a consistent, delicious, tender and carefully sourced part of your menu.

Select a primal to see all of its cuts.

[RIB](#)[GO >](#)[LOIN](#)[GO >](#)[CHUCK](#)[GO >](#)[SIRLOIN](#)[GO >](#)[BRISKET](#)[GO >](#)[FLANK](#)[GO >](#)[PLATE](#)[GO >](#)[ROUND](#)[GO >](#)[FEMUR](#)[GO >](#)

RIB

Cut from the ribs and backbone, very flavorful, and often menued at a higher price point.



4-BONE LONG RIB

[GO >](#)



COWBOY RIBEYE

[GO >](#)



BLADE & LIFTER MEAT

[GO >](#)



BONE-IN SHORT RIBS

[GO >](#)



BONELESS RIBEYE

[GO >](#)



BONELESS SHORT RIBS

[GO >](#)



4-BONE LONG RIB

FRENCH: CÔTE LONGUE | SPANISH: COSTILLA LARGA

Comprised of the last four ribs in the forequarter of the rib primal, Sterling Silver® Premium Meats 4-bone long ribs are delicious and versatile, making them a perfect fit for many menu parts. With a layer of fat between the finger meat and abdominal muscles, it is a tasty cut that does well with rubs and sauces when cooked slow and low.

GENERAL SPECS

- Lean coverage must be lean across entire second rib
- Surface fat not to exceed ¾"
- Surface (bubble) fat must not exceed ⅝" on bone side
- Rose meat removed from the external surface of rib

APPLICATIONS

ROAST/TACOS/SANDWICHES & SALADS/BBQ



PACKAGING SPECS

70371: 4-RIB LONG BONE

VACUUM-PACKED, 1 PIECE PER BAG | 6 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





COWBOY RIBEYE

ALT NAMES: TOMAHAWK STEAK, TOMAHAWK CHOP, COWBOY RIBEYE

FRENCH: STEAK TOMAHAWK | SPANISH: TOMAHAWK

The cowboy ribeye is actually a ribeye steak specifically cut to leave five inches of rib bone exposed. This “frenched” bone gives the steak its unique look, which resembles a Native American tomahawk. As a bone-in ribeye offshoot, the ultra-tender tomahawk offers tremendous flavor along with a distinctive, wow-factor presentation.

GENERAL SPECS

- Fat on the cap side of the lip is trimmed cosmetically smooth to follow the contour of the rib
- Blade meat is removed
- Break is made by a straight cut across the ribs 8 inches from the ventral edge of the longissimus
- Rib bones are frenched, removing all intercostal meat from the 2-inch ventral to the longissimus to the edge of the cut

PACKAGING SPECS

71170: COWBOY RIBEYE

VACUUM-PACKED WITH BONEGUARD | 1 PIECE PER BAG;
2 PIECES PER BOX

BOX DIMENSIONS

23.4375" X 19.0625" X 9.3125"

CUBE

2.408 CUBIC FT.

APPLICATIONS

STEAK



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





BLADE & LIFTER MEAT

ALT NAMES: CAP AND WEDGE MEAT

FRENCH: VIANDE DE PALETTE ET DE CÔTE | SPANISH: PALETA/MAGRURA FALSA

Succulent, flavorful and cut from the outside of the rib primal, Sterling Silver® Premium Meats blade and lifter meat provides excellent beef flavor and a nice, tender texture. This relatively thin, flat cut is different than blade steak which comes from the chuck primal – and is specifically from the top blade muscle. Its flavor and texture is very similar to brisket, making it an ideal cut to braise.

GENERAL SPECS

- Blade meat from the shoulder clod only
- Trim to the blue on surfaces, flake fat allowed not to exceed 1/8 inch thick
- Fat in seam must be trimmed flush with lean
- Can include pieces of the latissimus dorsi and trapezius found in the primal rib and clod
- Does not include 'rib wedge blade-meat'

APPLICATIONS

STEAK/STRIPS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71020: BLADE AND LIFTER MEAT

VACUUM-PACKED TO FILL BAG | 5 BAGS PER BOX

BOX DIMENSIONS

23.1875" X 15.8125" X 9.3125"

CUBE

1.976 CUBIC FT.

PALLET

5 TIE x 7 HIGH
(35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





BONE-IN SHORT RIBS

ALT NAMES: BRAISING RIBS

FRENCH: CÔTES DE MANDRIN | SPANISH: TIRAR LAS COSTILLAS

Rich in flavor, our short ribs are an indulgent cut of beef that are two inches thick, meaty and visually inviting, thanks to their bone-in profile. Best prepared using slow and/or moist heat, the resulting tender-as-can-be ribs lend themselves to flavorful, memorable menu creations.

GENERAL SPECS

- Lean coverage; lean must cover entire second rib
- Surface thickness on meat side, trimmed to silver
- Surface "bubble" fat thickness on bone side not to exceed $\frac{1}{8}$ "
- Slice across the bones
- Target length: 2"; minimum 1.8", maximum 2.2"

APPLICATIONS

STRIPS/SLIDERS/BBQ



SHORT RIB SLIDERS
with cauliflower slaw

RECOMMENDED COOKING METHODS

- Braising
- Barbeque
- Smoking
- Slow Roast, Finish on Grill

PACKAGING SPECS

70319: BONE-IN SHORT RIBS

VACUUM-PACKED, 5 PIECES PER BAG | 6 BAGS PER BOX,
30-35 LBS. PER BOX/CASE

BOX DIMENSIONS

23.4375" X 15.8125" X 9.3125"

CUBE

1.976 CUBIC FT.

PALLET

5 TIE X 7 HIGH
(35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





BONELESS RIBEYE

ALT NAMES: RIBEYE STEAK, BONELESS RIB ROAST

FRENCH: KOBE DÉSOSSÉ | SPANISH: CHULETÓN SIN HUESO

Arguably one of the best cuts of beef, boneless ribeye allows for more even cooking than leaving the bone in when serving up this well-marbled staple for your guests. Simple preparation of boneless ribeye is all that's needed to wow your guests.

GENERAL SPECS

- Produced from 3x4 primal rib
- Boneless, with backstrap, blade cartilage, rib cap and blade meat removed
- Finger meat from removal of back ribs will be firmly attached and not exceed 4" long
- Fat on cap side of the lip-on will be cosmetically trimmed to follow the rib

APPLICATIONS

STEAK/STRIPS/SANDWICHES & SALAD



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71225: BONELESS RIBEYE

VACUUM-PACKED, 1 PIECE PER BAG | 5 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)



SLOW-SMOKED RIBEYE with Aligot potato puree and horseradish cream

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





BONELESS SHORT RIBS

ALT NAMES: BRAISING RIBS

FRENCH: CÔTES DE MANDRIN | SPANISH: TIRAR LAS COSTILLAS

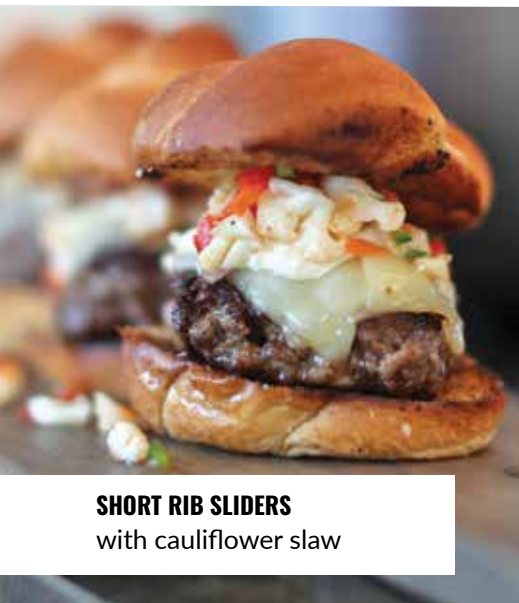
Rich in tenderness and flavor, Sterling Silver® boneless short rib is an indulgent cut of beef that is portion-friendly, works well with any flavor profile and absorbs marinades exceptionally well.

GENERAL SPECS

- Fat must be trimmed to the blue tissue on side opposite from rib bones
- Flake fat is allowed
- Short rib length will be cut on the ventral end using the fat pocket as the cutting point
- Short rib width (across the bones) must not exceed 3 stripes
- Short rib must expose lean on all 5 sides

APPLICATIONS

STRIPS/SANDWICHES & SALADS/SLIDERS



SHORT RIB SLIDERS
with cauliflower slaw

PACKAGING SPECS

70324: BONELESS SHORT RIBS

VACUUM-PACKED, 2 PIECES PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125 X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



LOIN

Consists of some of the least-used muscles of the cow, resulting in very soft and tender cuts.



SHORT LOIN

[GO >](#)



STRIP LOIN

[GO >](#)



TENDERLOIN

[GO >](#)



SHORT LOIN

ALT NAMES: T-BONE STEAK, BONE-IN STRIP STEAK, PORTERHOUSE STEAK, BONE-IN TENDERLOIN

FRENCH: LONGE COURTE | SPANISH: LOMO CORTO

This tender, flavorful cut supplies some of the most delicious steaks, including porterhouse, strip steak and T-bones. With so much delicious versatility, steaks from this cut can provide the plate coverage to make a memorable impression. Grill, broil, smoke, roast or prepare sous vide.

GENERAL SPECS

- Trimmed, bone-in portion of the primal flat cut loin after removal of the sirloin butt and a portion of the loin wing
- Tail is removed 2 inches from the bottom edge of the eye (LD muscle) on the sirloin end and 3 inches from the bottom edge of the eye (LD muscle) on the rib end
- Surface fat thickness not to exceed 1", edges beveled to ½"

APPLICATIONS

STEAK



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

77423: SHORT LOIN 2X3

VACUUM-PACKED | 2 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

77426: SHORT LOIN OX1

VACUUM-PACKED | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

77427: SHORT LOIN OX1

VACUUM-PACKED | 2 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





STRIP LOIN

ALT NAMES: KANSAS CITY STRIP, MANHATTAN FILET, NEW YORK STRIP, PETITE STRIP

FRENCH: CONTRE-FILET | SPANISH: LOMO LISO

The strip loin is a boneless top loin muscle. A fairly tender cut, the strip loin is juicy, well marbled and loaded with flavor. It's a perfect cut for grilling.

GENERAL SPECS

- Fat trim must not exceed ¼"
- Interior fat not to exceed ¼" of fat except in fat pocket in tail
- Tail should follow the contour of the eye
- All bones are removed

APPLICATIONS

STEAK/STRIPS/KABOBS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

77926: STRIP LOIN

VACUUM-PACKED, 1 STRIP LOIN PER BAG | 5 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

77967: STRIP LOIN

VACUUM-PACKED, 1 STRIP LOIN PER BAG | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





TENDERLOIN

ALT NAMES: TENDERLOIN ROAST, TENDERLOIN STEAK, FILET MIGNON

FRENCH: FILET | SPANISH: SOLOMILLO

Steak-lovers love it. It's as versatile as it is delicious. There are so many reasons to put tenderloin on your menu. It comes from a non-weight bearing muscle, not toughened by animal activity, so it's wonderfully tender, lean and rich in flavor. Tenderloin can be cut into other smaller cuts including roasts, steaks, medallions and sandwich strips.

GENERAL SPECS

- Silver skin and ribbon meat is removed
- Rope meat is completely removed except directly under the head of the tender head
- All fat is removed. No flake fat over 1/8" allowed

APPLICATIONS

ROAST / STEAK / MEDALLIONS / STRIPS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

78963: TENDERLOIN – BONELESS, PEELED

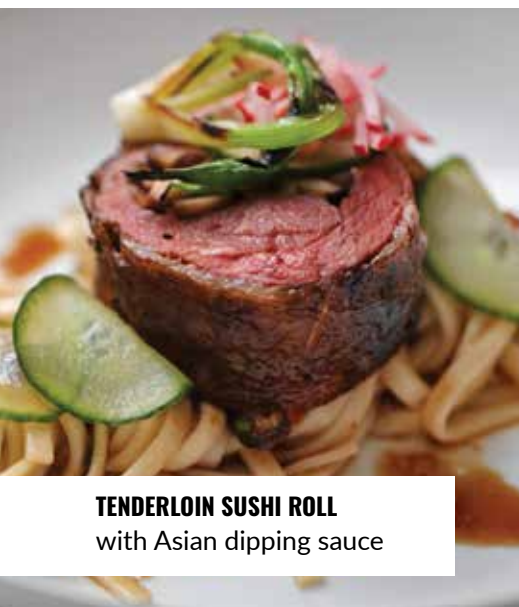
VACUUM-PACKED 1 TENDERLOIN PER BAG | 5/UP 4/BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" x 15.6875" x 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

78924: TENDERLOIN – BONELESS, PEELED

VACUUM-PACKED 1 TENDERLOIN PER BAG | 5/UP 12/BOX

BOX DIMENSIONS	CUBE
23.4375" x 15.8125" x 9.3125"	1.997 CUBIC FT.



TENDERLOIN SUSHI ROLL
with Asian dipping sauce

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



CHUCK

Taken from the front chest and top of the steer, rich in flavor, and very versatile.



BONELESS CHUCK FLAT

[GO >](#)



CHUCK EYE ROLL

[GO >](#)



CLOD HEART

[GO >](#)



PETITE TENDER

[GO >](#)



SCOTCH TENDER

[GO >](#)



TOP BLADE

[GO >](#)



BONELESS CHUCK FLAT

ALT NAMES: BONELESS CHUCK RIBS

FRENCH: BIFTECK DE BLOC D'ÉPAULE | SPANISH: PALETA DE CHOCLILLO

Chuck flat is the boneless, rectangular-shaped "lip extension" attached to the chuck eye roll. Rich in flavor, this tender, versatile cut delivers an eating experience similar to beef short ribs.

GENERAL SPECS

- Surface fat trimmed to the blue tissue
- Flake fat not to exceed 1/8"
- All edges measure a minimum 1/8" of lean in thickness across width
- Must measure a minimum of 2 1/2" to a maximum of 5" in width

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/BBQ



CHUCK FLAT SANTA FE SALAD
with Tamale

PACKAGING SPECS

71525: BONELESS CHUCK FLAT

VACUUM-PACKED, 2 PIECE PER BAG | 10 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE X 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





CHUCK EYE ROLL

ALT NAMES: CHUCK EYE ROAST, CHUCK EYE STEAK, DELMONICO STEAK, CHUCK POT ROAST

FRENCH: FAUX FILET ROULÉ | SPANISH: ROLLO DE CHOCLILLO

Chuck eye roll is an inexpensive cut from the muscle between the neck and shoulder blade. It is the continuation of the ribeye meat. This “rib end” is quite tender, highly marbled and ideal for steaks. The “neck end” is less tender and often used for beef stew, roasts or ground chuck.

GENERAL SPECS

- Neck is removed 2” from the seratus ventralis muscle
- All scapularis muscle is removed
- Hump removed in a straight line starting at the edge of the splenius muscle (at the neck end) and finishing at the outer edge of the chuck eye on the rib end
- Bone dust removed
- All hard cartilage, backstrap, bones or bone chips removed

APPLICATIONS

ROAST/STEAK/STRIPS/BBQ



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71722: CHUCK EYE ROLL

VACUUM-PACKED, 1 PIECE PER BAG | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

71775: CHUCK EYE ROLL

VACUUM-PACKED, 1 PIECE PER BAG | 2 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

71827: CHUCK EYE ROLL

VACUUM-PACKED, 1 PIECE PER BAG | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





CLOD HEART

ALT NAMES: RANCH STEAK, EYE OF CHUCK, CHUCK POT ROAST

FRENCH: COEUR DE POINTE D'ÉPAULE | SPANISH: CENTRO DE PALETA

Clod heart is a flavorful and tender cut from the heart of the shoulder clod (chuck primal). This economical cut is lean and versatile and can be slow cooked using moist heat. Many prepare it as they would a pot roast or brisket for a delicious dish.

GENERAL SPECS

- Fat is removed on external and internal to allow for only flake fat to remain
- Consists of triceps brachii, long head and the tensor fasciae antibrachii muscles

APPLICATIONS

ROAST/MEDALLIONS/SANDWICHES & SALADS/STRIPS/STEW



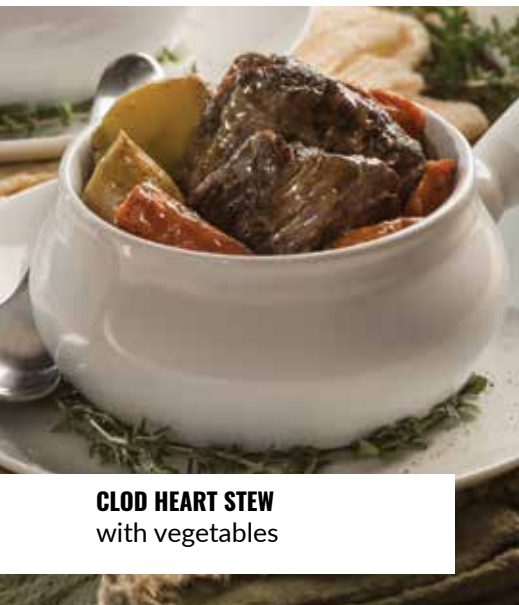
Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71424: CLOD HEART

VACUUM-PACKED, 1 PIECE PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)



CLOD HEART STEW
with vegetables

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





PETITE TENDER

ALT NAMES: TERES MAJOR, SHOULDER TENDER

FRENCH: TERES MAJOR | SPANISH: TERES MAYOR

The petite tender muscle comes from the scapula/blade of the shoulder (chuck primal), produced from cutting the heart clod. The muscle fibers on this small, cone-shaped cut run parallel to the long axis of the muscle. Almost as tender as filet mignon, with slightly more fat, and thus more flavor, it can be served with very simple seasoning – there's no need for marinades or tenderizers. A typical petite tender is a great portion size for two people.

GENERAL SPECS

- Product is trimmed to the silver, flake fat allowed
- This is a single muscle only, no false lean or additional muscles are to be attached

APPLICATIONS

ROAST/STEAK/MEDALLIONS



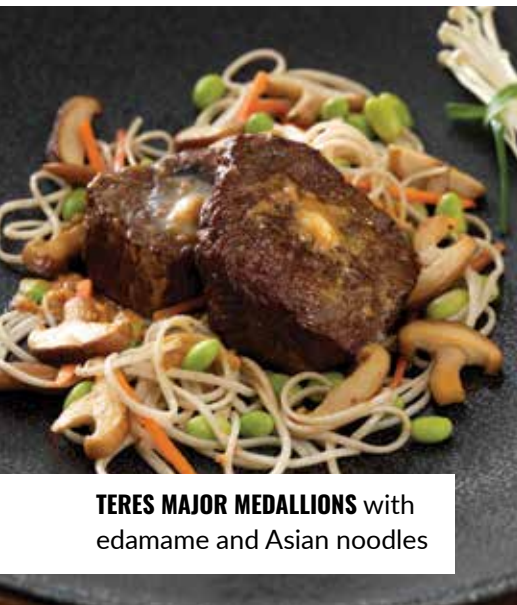
Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71486: PETITE TENDER

VACUUM-PACKED, 6 PIECES PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE X 8 HIGH (40 BOXES)



TERES MAJOR MEDALLIONS with edamame and Asian noodles

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





SCOTCH TENDER

ALT NAMES: MOCK TENDER, CHUCK TENDER

FRENCH: RONDE DE PALETTE | SPANISH: SOLOMILLO

Cut from the chuck primal, the Sterling Silver® scotch tender is a lean roast that is best slow-cooked. Once seasoned, let the tenderizing heat do its magic and you'll find our scotch tender offers plenty of rich beef flavor along with slow-cooked tenderness and great value.

GENERAL SPECS

- Trim fat to ¼"
- If 'false lean muscle' residue is present on the chuck tender, it must be removed down to the silver skin

APPLICATIONS

ROAST/TACOS/SANDWICHES & SALADS/
STEW



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

72420: SCOTCH TENDER

VACUUM-PACKED, 5 PIECES PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS

23.1875" X 15.8125" X 9.3125"

CUBE

1.976 CUBIC FT.

PALLET

5 TIE X 7 HIGH
(35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





TOP BLADE

ALT NAMES: BLADE POT ROAST, BLADE STEAK, FLAT IRON

FRENCH: HAUT DE PALETTE | SPANISH: PALETA SUPERIOR

Sterling Silver® Premium Meats top blade is the second-most tender beef muscle, so it is extremely well-marbled and juicy, delivering excellent beef flavor. It can be menued as a flat iron steak, once the connective tissue is removed. Perfect for grilling, it can be prepared numerous ways – especially when marinated or rubbed.

GENERAL SPECS

- External fat over silver removed to expose silver, flake fat allowed
- Internal fat trimmed to blue tissue, flake fat allowed
- Paddle-bone fell will be left attached
- Produced from large muscle system, posterior to humerus

APPLICATIONS

ROAST/STEAK/STRIPS/SANDWICHES & SALADS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

71828: TOP BLADE

VACUUM-PACKED, 1 PIECE PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS

23.3125" X 15.6875" X 7.4375"

CUBE

1.574 CUBIC FT.

PALLET

5 TIE X 8 HIGH
(40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



SIRLOIN

First separated into the Top Sirloin Butt and Bottom Sirloin Butt, from which cuts like Tri Tip and Sirloin Bavette are found.



COULOTTE

[GO >](#)



SIRLOIN FLAP

[GO >](#)



TOP SIRLOIN BUTT

[GO >](#)



TRI TIP

[GO >](#)



COULOTTE

ALT NAMES: BEEF LOIN, CAP MUSCLE, TOP SIRLOIN CAP STEAK, TOP SIRLOIN CAP STEAK (BONELESS), COULOTTE STEAK, TOP SIRLOIN CAP (BONELESS)

FRENCH: COULOTTE | SPANISH: FILETE DE COULOTTE

Derived from the top sirloin butt, this is a well-marbled cut with flavor similar to prime rib, and is perfect on the grill. Popular in Brazilian steakhouses, most customers are familiar with the dish *picanha*, where the coulotte is grilled on a skewer and sliced off at the table. The coulotte does great with marinades and rubs, especially since it has no connective tissue.

GENERAL SPECS

- Exterior fat trimmed to 3/4"; no bevel required
- Fat on bottom side is trimmed to the lean; flake fat is allowed
- Muscle is naturally triangular in shape

APPLICATIONS

ROAST/STEAK/STRIPS/STEW/KABOBS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

78427: COULOTTE

VACUUM-PACKED, 2 PIECES PER BAG | 6 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE X 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





SIRLOIN FLAP

ALT NAMES: BAVETTE, BAVETTE STEAK, SIRLOIN TIP STEAK

FRENCH: BIFTECK DE SURLONGE | SPANISH: TAPABARRIGA

Sterling Silver® Premium Meats sirloin flap meat is a boneless, trimmed portion of the bottom sirloin butt and loin wing, coming from the loin primal. Rich and consistent in flavor with a hearty texture, sirloin flap is a versatile, affordable cut with numerous menu applications.

GENERAL SPECS

- All membrane removed, both sides
- Hard fat removed except in channels of the lean where lean is bridged, the fat is not dug out in the channels
- Flake fat allowed
- Ventral edge to be 75% lean

APPLICATIONS

ROAST/STEAK/STRIPS/KABOBS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

78720: SIRLOIN FLAP

VACUUM-PACKED, 4 PIECES PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)



RED-CHILI RUBBED SIRLOIN FLAP
with ranchero sauce, black beans and rice

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





TOP SIRLOIN BUTT

ALT NAMES: CENTER CUT, TOP SIRLOIN STEAK, PICANHA, TOP SIRLOIN CAP, BASEBALL CAP
 FRENCH: BIFTECK DE HAUT DE SURLONGE | SPANISH: AGUAYÓN

Cut from the sirloin primal and bagged separately from the sirloin rump muscle, Sterling Silver® Premium Meats top sirloin butt has ample marbling and is available two ways: the top cap butt or center cut. Boneless top sirloin butt delivers a lean, flavorful eating experience, along with menu versatility.

GENERAL SPECS

- Exterior fat trimmed to 1", beveled to ½"
- of ¾" tip is allowed when removing bottom butt

APPLICATIONS

ROAST/STEAK/STEW/KABOBS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



GRILLED TOP SIRLOIN KABOBS
with Moorish spices

PACKAGING SPECS

78424: TOP SIRLOIN BUTT – BONELESS

VACUUM-PACKED, 1 PIECE PER BAG | 5 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

78320: TOP SIRLOIN BUTT – PIECE BONELESS

VACUUM-PACKED, 1 PIECE PER BAG | 6 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





TRI TIP

ALT NAMES: CALIFORNIA CUT, SIRLOIN STEAK, TRIANGLE ROAST, RANCHERO STEAK

FRENCH: RÔTI TRIANGLE | SPANISH: PUNTA DE PICAÑA BRISKET

This small triangular muscle is known on the West Coast of the U.S. as a grilling roast. This moderately tender cut is becoming popular with chefs worldwide for its flavor, affordability and versatility in both moist and dry heat preparations. Various applications include carving stations, roasts, steaks and stews.

GENERAL SPECS

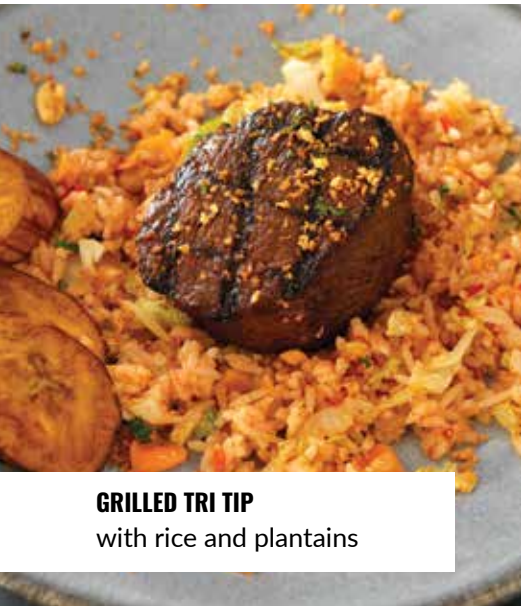
- Surface fat is removed to the blue with flake fat allowed
- Trimmed to be devoid of surface fat

APPLICATIONS

ROAST/STEAK/STEW



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



GRILLED TRI TIP
with rice and plantains

PACKAGING SPECS

78620: TRI TIP

VACUUM-PACKED, 7 PIECES PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



BRISKET

Low in fat content, less tender, and best suited for moist cooking methods like braising, stewing, and steaming.



BRISKET POINT OFF

[GO >](#)



WHOLE BRISKET (72020)

[GO >](#)



WHOLE BRISKET (72022)

[GO >](#)



WHOLE BRISKET (72073)

[GO >](#)



WHOLE BRISKET – UNTRIMMED

[GO >](#)



BRISKET POINT OFF

ALT NAMES: BRISKET FLAT

FRENCH: POITRINE SANS POINTE | SPANISH: PUNTA DE BRISKET

This is whole brisket with the point (deckle) muscle removed, leaving the larger, leaner flat. The cut can be a bit tougher, making it ideal for low and slow cooking methods. Full flavored, it has great menu potential from classic brisket to meaty salads to global cuisine.

GENERAL SPECS

- Surface fat is trimmed to ¼" maximum
- The belly is trimmed to the bare tissue with flakes of fat not to exceed ⅛"

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/SLIDERS/BBQ



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



HONG KONG-STYLE BRAISED BEEF BRISKET with Carolina Gold steamed rice

PACKAGING SPECS

72025: BRISKET POINT OFF

VACUUM-PACKED, 1 BRISKET PER BAG | 12 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





WHOLE BRISKET

ALT NAMES: PACKER BRISKET, BEEF BRISKET, TEXAS BRISKET

FRENCH: POITRINE COMPLÈTE | SPANISH: BRISKET ENTERO

Whole brisket refers to the entire brisket with both the tender point and larger, leaner flat sections intact. Our premium whole brisket can be used whole as a roast, or smoked in a BBQ pit – cut into various pieces – or shredded/sliced for BBQ, global entrées, sandwiches and salads. This meat is best when cooked slowly at lower temperatures.

GENERAL SPECS

- The surface fat of the brisket is trimmed to a thickness of $\frac{3}{4}$ "
- Flake fat is allowed on the lean surface of the brisket not to exceed $\frac{1}{8}$ "
- Steam pasteurization burns are not removed

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/
SLIDERS/BBQ



SLOW-SMOKED BRISKET with creamy collard greens and roasted sweet potatoes

PACKAGING SPECS

72020: WHOLE BRISKET

VACUUM-PACKED, 1 PIECE PER BAG | 5 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





WHOLE BRISKET

ALT NAMES: PACKER BRISKET, BEEF BRISKET, TEXAS BRISKET

FRENCH: POITRINE COMPLÈTE | SPANISH: BRISKET ENTERO

Whole brisket refers to the entire brisket with both the tender point and larger, leaner flat sections intact (9-14 pounds). Our premium whole brisket can be used whole as a roast, or smoked in a BBQ pit – cut into various pieces – or shredded/sliced for BBQ, global entrées, sandwiches and salads. This meat is best when cooked slowly at lower temperatures.

GENERAL SPECS

- The surface fat of the brisket is trimmed to a thickness of $\frac{3}{4}$ "
- Flake fat is allowed on the lean surface of the brisket not to exceed $\frac{1}{8}$ "
- Steam pasteurization burns are not removed

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/
SLIDERS/BBQ



PACKAGING SPECS

72022: WHOLE BRISKET

VACUUM-PACKED, 1 PIECE PER BAG | 5 BAGS PER BOX

BOX DIMENSIONS

23.4375" X 15.8125" X 9.3125"

CUBE

1.997 CUBIC FT.



SLOW-SMOKED BRISKET NACHOS
with fresh salsa and queso

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





WHOLE BRISKET

ALT NAMES: PACKER BRISKET, BEEF BRISKET, TEXAS BRISKET
 FRENCH: POITRINE COMPLÈTE | SPANISH: BRISKET ENTERO

Whole brisket refers to the entire brisket with both the tender point and larger, leaner flat sections intact. With a ¼-inch trim, this brisket is ready to be used whole as a roast, or smoked in a BBQ pit – cut into various pieces – or shredded/sliced for BBQ, global entrées, sandwiches and salads. This meat is best when cooked slowly at lower temperatures.

GENERAL SPECS

- The surface fat of the brisket is trimmed to a thickness of ¼"
- Flake fat (over the brisket flat) is allowed

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/
 SLIDERS/BBQ



SLICED SMOKED BRISKET
 ready for sandwiches, salads
 and BBQ entrées

PACKAGING SPECS

72073: WHOLE BRISKET
 VACUUM-PACKED, 1 PIECE PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS	CUBE
23.4375" X 15.8125" X 9.3125"	1.997 CUBIC FT.

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





WHOLE BRISKET – UNTRIMMED

ALT NAMES: PACKER BRISKET, BEEF BRISKET, TEXAS BRISKET

FRENCH: POITRINE COMPLÉTE – NON PARÉE | SPANISH: BRISKET ENTERO – SIN RECORTAR

Untrimmed whole brisket refers to the entire brisket with both the tender point and larger, leaner flat sections intact. Our premium untrimmed whole brisket can be used whole as a roast, or smoked in a BBQ pit – cut into various pieces – or shredded/sliced for BBQ, global entrées, sandwiches and salads. This meat is best when cooked slowly at lower temperatures.

GENERAL SPECS

- External fat is not trimmed
- Sternum fat is trimmed flush with the belly fat
- The web portion of the brisket will be trimmed flush with the main body of the brisket

APPLICATIONS

STRIPS/TACOS/SANDWICHES & SALADS/SLIDERS/BBQ



SMOKED BBQ BRISKET SANDWICH
with housemade sauce and chopped green chiles

PACKAGING SPECS

71921: WHOLE BRISKET – UNTRIMMED

VACUUM-PACKED, 1 PIECE PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



FLANK

From the belly, cut just below the loin primal, and rising in popularity.



FLANK STEAK

[GO >](#)



FLANK STEAK

ALT NAMES: LONDON BROIL

FRENCH: BIFTECK DE FLANC | SPANISH: FALDA

Cut from the abdominal muscles, flank steak is the flat muscle embedded in the inside of the clod, at the udder end of the primal flank. It's a lean, boneless cut that delivers great taste every time. This very versatile cut is also a bit fibrous, so tricks like marinating, using moist heat, or not overcooking it with dry heat are critical. By using a few of these techniques, flank steak is a value-wise choice for any part of your menu.

GENERAL SPECS

- All serous membrane covering the flank steak is removed
- All hard fat is trimmed. Flake fat is acceptable.
- Flank steak is a teardrop shape
- At least 75% of the main muscle is intact

APPLICATIONS

STEAK/STRIPS/TACOS/SANDWICHES & SALADS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



TANDOORI FLANK STEAK SKEWERS

PACKAGING SPECS

79321: FLANK STEAK

VACUUM-PACKED, 5 PIECES PER BAG | 6 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

79360: FLANK STEAK

VACUUM-PACKED, 5 PIECES PER BAG | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



PLATE

Located under the rib primal, close to the stomach, with a slightly tougher characteristic.



HANGER STEAK

[GO >](#)



INSIDE SKIRT STEAK

[GO >](#)



NAVEL

[GO >](#)



OUTSIDE SKIRT STEAK

[GO >](#)



HANGER STEAK

ALT NAMES: HANGING TENDER, BUTCHER’S STEAK, CHEF’S CUT

FRENCH: TENDER SUSPENDU | SPANISH: ARRACHERA GALLO “HANGER”

Lean and tender, Sterling Silver® Premium Meats hanger steak is a cut of beef prized for its flavor and resembles flank steak in texture and versatility. Because this muscle does very little work, it has minimal marbling, but is packed with flavor. Some say that hanging so close to the kidney imparts extra flavor and a coarser texture on this beef.

GENERAL SPECS

- Trimmed from inside the loose side of the primal hindquarter
- Trimmed at the points of the pillar of the diaphragm at the kidney knob and chine bones
- External fat and heavy sinew along sides is removed within ¼” from lean
- Blood vessels and glands removed

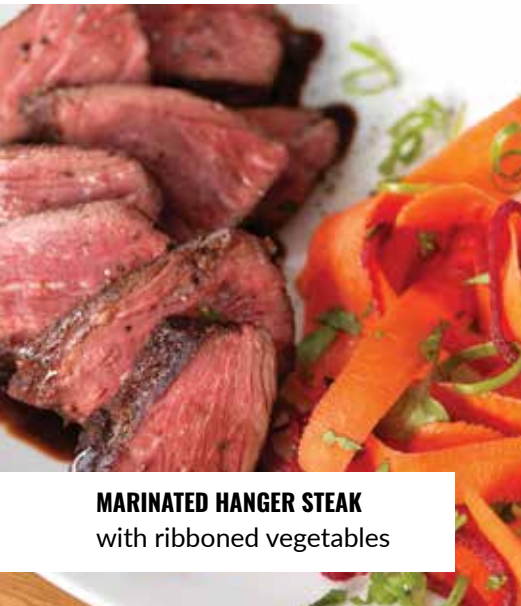
APPLICATIONS

STEAK/STRIPS



Best when marinated and cooked quickly over high heat

Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



MARINATED HANGER STEAK
with ribboned vegetables

PACKAGING SPECS

78522: HANGER STEAK

VACUUM PACKED, 2 PIECES PER BAG | 4 BAGS PER LAYER / 2 LAYERS PER BOX / TOTAL 16 PIECES PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE X 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





INSIDE SKIRT STEAK

ALT NAMES: SKIRT STEAK

FRENCH: JUPE INTÉRIEURE | SPANISH: FALDA INTERIOR

Tender and flavorful, Sterling Silver® inside skirt steak is enjoyable as an entrée and an ingredient in stir fry or fajitas. It can be grilled whole or as individual steaks for an unforgettable meal that's both delicious and affordable.

GENERAL SPECS

- Outside serous membrane, all associated surface masses of fat removed
- Edges are trimmed to expose 90% lean
- Flake fat not to exceed 1/8"
- Channel fat trimmed flush with lean, hard fat allowed only in channel
- 10" minimum length

APPLICATIONS

STRIPS/SANDWICHES & SALADS



Slice against the grain for fajitas, quesadillas, rice bowls, steak sandwiches or skewers

Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



INSIDE SKIRT STEAK is perfect for a satisfying fajita

PACKAGING SPECS

72121: INSIDE SKIRT STEAK

VACUUM PACKED, 5 PIECES PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





NAVEL



ALT NAMES: PASTRAMI NAVEL, BEEF BELLY, BEEF NAVEL

FRENCH: NOMBRIL | SPANISH: OMBLIGO

A large, boneless cut from the plate primal, navel has a lot in common with both beef brisket and pork belly. Very much on-trend, use navel to create your own brisket-style beef belly, classic pastrami or make your own beef bacon.

GENERAL SPECS

- The inside and outside are removed
- Rose meat removal does not exceed 3" in length or ½" in depth
- Lunch plate with water or air pockets are not accepted
- Length of lunch plate measures 15"

APPLICATIONS

STRIPS/BACON/PASTRAMI



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

72199: NAVEL

VACUUM-PACKED, 2 PIECES PER BAG | 4 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.3125" X 15.6875" X 7.4375"	1.574 CUBIC FT.	5 TIE x 8 HIGH (40 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





OUTSIDE SKIRT STEAK

ALT NAMES: SKIRT STEAK

FRENCH: JUPE INTÉRIEURE | SPANISH: FALDA INTERIOR

Sterling Silver® outside skirt steak is perfect for sandwiches or the ultimate fajitas. With a little care in preparation, outside skirt steaks are among the most flavorful and best eating of beef cuts. They cook quickly and beautifully at high heat. The flavor can be enhanced with a rub or marinade. Grilled or broiled, they offer great flavor every time.

GENERAL SPECS

- Expose lean 85% of the diaphragm membrane edge
- The fat along the navel edge is not beveled
- All intercostal muscle and inside skirt is removed
- Tail of skirt will be a minimum of ¼” thick and cut square
- Minimum length 8”, target width 2 ½” at tail

APPLICATIONS

STRIPS/SANDWICHES & SALADS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



OUTSIDE SKIRT STEAK adds delicious protein to salads

PACKAGING SPECS

72122: OUTSIDE SKIRT STEAK

VACUUM PACKED, 4 OUTSIDE SKIRTS PER BAG | 8 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE X 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



ROUND

Taken from the rear part of the cow, and contains less fat content—making it a tough cut.



EYE ROUND ROAST

[GO >](#)



INSIDE ROUND

[GO >](#)



EYE ROUND ROAST

ALT NAMES: EYE OF ROUND, EYE ROUND STEAK, BREAKFAST STEAK

FRENCH: ROTI DE NOIX DE RONDE | SPANISH: CUARTO TRASERO

Very lean and economical, eye round roast is a boneless roast that looks like tenderloin but with moderate tenderness. With some culinary finesse – such as marinating, slow cooking or moist heat – this cut can be proudly served as steak, roast, sandwich slices, stew/goulash meat and more.

GENERAL SPECS

- The surface fat is trimmed to ¼”
- No inside, bottom flat or heel meat is left on eye muscle

APPLICATIONS

ROAST/STEAK/STRIPS/SANDWICHES & SALADS/STEW/ROULADE



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

77125: EYE ROUND ROAST

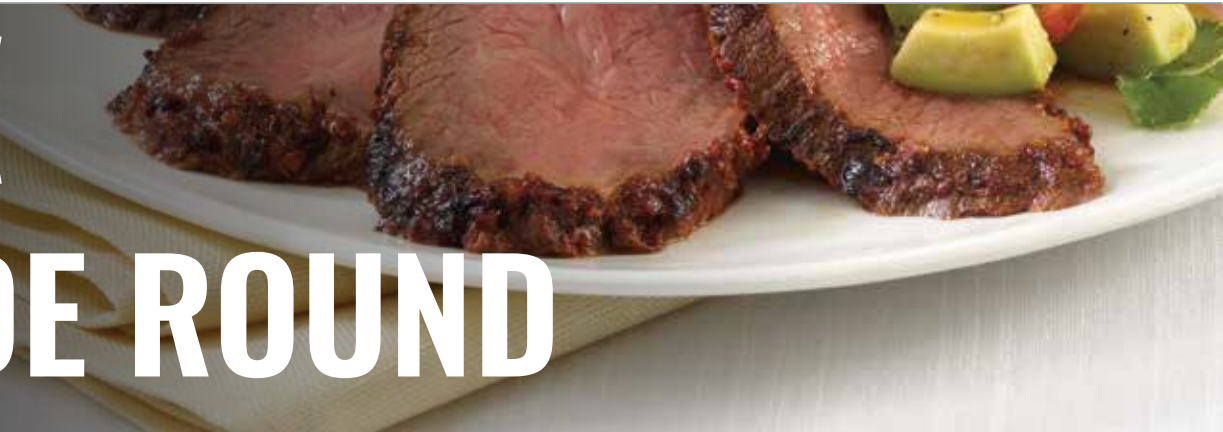
VACUUM-PACKED, 1 PIECE PER BAG | 12 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.4375" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com





INSIDE ROUND

ALT NAMES: TOP ROUND, ROAST BEEF, TOP ROUND STEAK
 FRENCH: INTÉRIEUR DE RONDE | SPANISH: POSTA NEGRA

Our premium inside round is a popular cut that can be served as both steaks and roasts. Properly cooked, it consistently delivers visual plate appeal and robust flavor. Other applications include thinly slicing the meat for Latin American dishes, sandwiches and sliders. Slow cooking helps ensure tenderness.

GENERAL SPECS

- Boneless portion of the flat cut primal round that consists of the inside (medial) portion of the round cushion
- Inside and gooseneck separated at the natural seam between the two muscle sets
- External fat trimmed to one inch

APPLICATIONS

ROAST/STEAK/SANDWICHES & SALADS



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com



INSIDE ROUND SUSHI ROLL
with Asian dipping sauce

PACKAGING SPECS

76822: INSIDE ROUND
 VACUUM-PACKED, 1 PIECE PER BAG | 3 BAGS PER BOX

BOX DIMENSIONS	CUBE	PALLET
23.1875" X 15.8125" X 9.3125"	1.976 CUBIC FT.	5 TIE x 7 HIGH (35 BOXES)

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



FEMUR

The longest marrow bone of the steer, where canoe bones are cut from.



CANOE BONES

[GO >](#)



CANOE BONES

ALT NAMES: CANOE CUT MARROW BONES

FRENCH: OS À MOELLE | SPANISH: CANOAS DE TUÉTANO

Sterling Silver® Premium Meats canoe bones are cut from the femur of cattle. The nutritional bone marrow can be roasted with a little salt and served with toast or added to sauces, butters, pastas and steak presentations to infuse additional richness and flavor. Using the marrow is a prime example of “nose-to-tail” cooking.

GENERAL SPECS

- Trimmed, cut and pre-chilled
- Only bones from the round (femur and/or tibia) part of the carcasses' hind leg bones are allowed, with knuckle ends removed
- Bones are approximately 6" in length (± .5")
- Bone is split lengthwise to expose marrow
- Marrow exposed on both ends prior to split allowing full channel marrow access

TYPES OF CUISINE

AMERICAN/CHINESE/FRENCH/FUSION/ITALIAN/KOREAN



Photo credit: Beef. It's What's for Dinner, www.beefitswhatsfordinner.com

PACKAGING SPECS

70754: CANOE BONES

DISTRIBUTED FROZEN, BULK-PACKED | APPROXIMATELY 28 PIECES PER CASE, 20 POUNDS PER CASE, POLY-LINED BOX
MAXIMUM BOX WEIGHT 30 LBS.

BOX DIMENSIONS	CUBE
23.4375" X 15.8125" X 7.4375"	1.595 CUBIC FT.

RECOMMENDED COOKING METHODS

- Roast
- Grill

ORDER TODAY

Contact your Sterling Silver® representative or visit sterlingsilvermeats.com



TIPS, TRICKS AND INSPIRATION

Inspire your craft and perfect your guests' experiences with these how-tos and ideas from Sterling Silver.

[MODERN STEAKHOUSE PAIRINGS GUIDE](#)

[GO >](#)

[SMALL PLATES BEVERAGE PAIRINGS GUIDE](#)

[GO >](#)

[ON-TREND SMALL PLATE CREATIONS](#)

[GO >](#)

[MASTERING BBQ](#)

[GO >](#)

[TIPS FOR TAKEOUT AND DELIVERY](#)

[GO >](#)



Modern Steakhouse Pairings Guide

COMPOUND BUTTERS



Compound butters are easy to make and provide a simple, tasty way to complement and customize your steaks.



- BLACK GARLIC
- LIME & ANCHO CHILE
- PIQUILLO PEPPER
- CHORON
- MOJO

CRISPY FINISHES



A crispy texture adds a next-level taste sensation that will wow your guests time and time again.



- GARLIC CHIPS
- CRISPY CHICKPEAS
- ROASTED GARLIC PANKO
- EXOTIC MUSHROOM RELISH
- BUTTER-TOASTED HERBS DE PROVENCE

HERB-ACIOUS TOPPINGS



Super simple accoutrements with a huge flavor impact. A sure way to impress your guests!



- FRIED ITALIAN PARSLEY
- BROWN BUTTER-FRIED SAGE
- FRIED BASIL LEAVES
- GREMOLATA
- WILD GARLIC-MUSTARD CHIMICHURRI

VEG-ASSIST



Complement the steak's flavor and give your palate a little more variety with these veggie inspirations.



- AVOCADO CREMA
- ROASTED JALAPEÑOS & GARLIC WITH LIME
- HORSERADISH ROOT VEGETABLE SLAW
- VEGETABLE TERRINE SLICE WITH GOAT CHEESE

For these and more Modern Steakhouse menu ideas, visit STERLINGSILVERARTOFBEEF.COM.
For more information, contact your Cargill sales representative.

Small Plates Beverage Pairings

COFFEE-BBQ SPICED SHORT RIBS



Pairs Perfectly with
Barley Wheat Ale

This amber and slightly hazy ale is well balanced, with notes of various stone fruits and caramel, and capped with a subdued hop aroma. This full-bodied dessert beer complements the hearty coffee undertones in this dish.

HABANERO-MANGO-GLAZED SHORT RIBS



Pairs Perfectly with
Chilean Carménère

Carménère has a sharp spiciness that is not really found in your common Merlot. The smoky, spicy and earthy aromas magnify the flavor of the habanero-mango glaze.

PETIT TENDER CHIMICHURRI FLATBREAD



Pairs Perfectly with
Rioja Blanco White Wine

Rioja Blanco's creamy texture and subtle smoky oak aroma pair nicely with the chimichurri's rich and savory flavors.

PETIT TENDER CHIPS WITH DIPPING SAUCES



Pairs Perfectly with
Ginger-Gentian Margarita

This sophisticated twist on the margarita creates the perfect fusion of sweet and spicy, and partners well with the different flavor profiles of the dipping sauces.



PETIT TENDER SLIDER TRIO



*Pairs Perfectly with
Kölsch-style Lager*

Petit Tender sliders combined with the broad, sweet flavors of a Kölsch-style lager is a modern twist on the typical beer and burger, a perfect addition to any menu.

PETIT TENDER WHITE CHEDDAR MAC & CHEESE



*Pairs Perfectly with an
IPA*

The robust, hoppy bitterness of an IPA effortlessly complements the rich and tangy flavors of melted white cheddar.

SMOKY TOMATO BRAISED SHORT RIBS WITH POLENTA



*Pairs Perfectly with a
Sazerac*

To really experience the complexity of smoky tomato, amplify the flavor with the sweet, bitter bite of a traditional Sazerac.

Get the recipes
FOR THESE
irresistible small plate
OFFERINGS

AT STERLINGSILVERMEATS.COM/RECIPES/





The ideal cuts for innovating
On-Trend Small Plate Creations.

Sterling Silver® Premium Meats are available in a variety of cuts that offer the versatility for great culinary freedom, and the guaranteed quality to elevate your small plates to premium status.



BRISKET

Produced using the same breaking procedures as our 120 Brisket – web portion trimmed flush with the main body of the brisket.

- The surface fat of the brisket is trimmed to a thickness of $\frac{3}{4}$ "
- Flake fat is allowed on the lean surface of the brisket, not to exceed $\frac{1}{8}$ "
- Steam pasteurization burns are not removed

CODE 72020

PACK Vacuum packed -
1 piece per bag, 6 bags per box

FLANK

The flat muscle embedded in the inside of the cod, at the udder end of the primal flank, which is located in the primal, flat cut loin.

- All serous membrane covering the flank steak is removed
- All hard fat is trimmed; flake fat is acceptable
- Flank steak has a teardrop shape
- At least 75% of main muscle is intact

CODE 79321

PACK Vacuum packed -
5 pieces per bag, 7 bags per box



NAVEL

A boneless piece produced from the plate portion of the animal.

- The inside and outside are removed
- Rose removal does not exceed 3" in length or $\frac{1}{2}$ " depth
- Lunch plate with water pockets and/or air pockets are not acceptable
- Length of lunch plate measures 15"

CODE 72199

PACK Vacuum packed -
2 pieces per bag, 4 bags per box



SIRLOIN

A trimmed, bone-in portion of the primal flat cut loin after removal of the sirloin butt and a portion of the loin wing.

- Tail is removed 2" from the bottom edge of the eye (LD muscle) on the sirloin end and 3" from the bottom edge of the eye on the rib end
- Surface fat thickness not to exceed 1"; edges beveled to ½"

CODE 77423

PACK Vacuum packed -
1 sirloin per bag, 2 bags per box

TENDERLOIN

A side seam off tenderloin that is a steak ready tender with all the rope meat, fat and silver skin removed.

- Silver skin and ribbon meat is removed
- Rope meat is completely removed, except directly underneath the head of the tender head
- All fat is removed; no flake fat over ⅛" allowed

CODE 79021

PACK Vacuum packed -
1 tenderloin per bag, 6 bags per box



BONELESS SHORT RIBS

Consists of the muscle lying directly above the 6th, 7th and cut on the other side of the 8th rib.

- Fat must be trimmed to the blue tissue on side opposite from rib bones
- Flake fat is allowed
- Short rib length will be cut on the ventral end using the fat pocket as the cutting point
- Short rib width (across the bones) must not exceed 3 stripes
- Short rib must expose lean on all 5 sides

CODE 70324

PACK Vacuum packed -
2 pieces per bag, 8 bags per box

PETIT TENDER

The teres major muscle is produced when making the heart clod. It is a small cone-shaped muscle lying just beneath the triceps brachii, as well as under and to the posterior edge of the scapula/blade bone. The muscle fibers run parallel to the long axis of this muscle. This muscle can have some connective tissue on the external side.

- Product is trimmed to the silver; flake fat allowed
- This is a single muscle only; no false lean or additional muscles are to be attached

CODE 71486

PACK Vacuum packed -
6 pieces per bag, 8 bags per box



Please contact your Cargill Sales Representative for more information on these product including program, packaging and supply availability.



MASTERING BBQ

BBQ is becoming a creative outlet for culinary leaders who want to expand their menus by transforming this comfort food into cutting edge cuisine.

Where BBQ Is Heading

BBQ is becoming a mainstay in fine dining as it heads toward composed plates and the use of more unique and higher end beef cuts. What makes BBQ ideal for today?

- Depth of flavor and texture
- Allows for regional influences
- Offers budget-friendly options

BBQ is ideal for what's trending

TOP 3 CULINARY TRENDS¹

- New Cuts of Meat
- House Made Condiments
- Street Food Inspired Dishes

These trends lend themselves to using BBQ to meet today's demands.

Latest trends in BBQ

CLASSICS LIKE BRISKET CONTINUE TO BE PRIME CHOICES

SIDES ARE MOVING AWAY FROM CANNED INGREDIENTS TO SMOKED AND HOUSE-MADE

SEASONALITY, SPECIALS AND INNOVATING WITH QUALITY INGREDIENTS DRIVE VARIETY

NEW MEATS LIKE LONG BONE AND BEEF NAVEL ARE IN DEMAND

flavor trends IN BBQ



REGIONAL BBQ FLAVORS INCLUDING MEXICAN.²

HOT INGREDIENTS LIKE GHOST PEPPERS, HARISSA, AND CALABRIAN CHILI PEPPERS.³



1 2 3 ASIAN-INSPIRED CUISINE WITH CHINESE, THAI AND KOREAN AS THE TOP THREE ETHNIC BBQS.⁴

UNIQUE FLAVORS LIKE TANDOORI, SOUVLAKI AND ASADO.⁵



1,2,3,4,5 Source: Datassential





30% more menus feature beef brisket than in 2013.⁵

⁵ Source: Datassential

Ideal beef cuts for BBQ

Add the rich, complex taste of BBQ to your menu by infusing these cuts with the flavors of this distinctive American cuisine.



BRISKET



SHORT RIBS



LONG BONE



RIB EYE



BEEF NAVEL

Premium Cuts Make for Premium BBQ

Sterling Silver Premium Meat is hand-selected for a select number of restaurants and meets the highest standards of marbling, aging and tenderness. It's how you can guarantee premium quality in every bit.



Coffee-BBQ-Spiced Braised Long Bone Rib

INGREDIENTS

- 1 4 Bone Long Rib, braised
- 2 Tbsp. coffee grounds, for rub
- 2 Tbsp. BBQ spice blend, for rub
- 3 cups brewed coffee, for braising liquid
- 2 cups BBQ sauce, for braising liquid
- 1 cup thinly cut yellow onion
- Salt to taste
- 1 cup flour, for frying onions
- 1 Tbsp. BBQ spice blend, for seasoning onions

COOKING METHOD

- Season Long Bone Rib with coffee and BBQ rub, sauté until browned on all sides, add coffee and BBQ liquid, cover with foil and cook in a 350°F oven until meat is fork-tender, approximately 3 hours.
- Salt onions and let stand for 30 minutes, toss in flour, fry until crisp and season with BBQ spice blend.

Join Sterling Silver's culinary community on our social media sites. There you can share your creative creations and get new ideas and insights from industry leaders. Tag [@sterlingsilverpremiummeats](https://www.instagram.com/sterlingsilverpremiummeats) or use the hashtag [#sterlingsilverpremiummeats](https://www.instagram.com/sterlingsilverpremiummeats).

the artisan's beef



@STERLINGSILVERPREMIUMMEATS
#STERLINGSILVERPREMIUMMEATS



TIPS FOR TAKEOUT AND DELIVERY

With business changing on a daily basis, Sterling Silver® Premium Meats will continue to be a resource for useful information to help with the evolution of your business. Focusing on takeout and delivery, we hope these tips will help you face today's challenges with confidence and optimism.

MENU

- Keep it short, sweet and smart: offer limited items or even just one meal until it sells out
- Consider braised beef or stir fry/bowls to keep beef on your menu for takeout and delivery
- Keep fried items to a minimum – they're harder to get to their destination without sogginess
- Theme nights and LTOs are a great way to keep customers coming back to see what's new

PREP AND SAFETY

- Grilling, searing and braising beef are the best methods to maintain flavor and consistency when you anticipate longer hold times
- Chill and slice cooked steaks for great toppers on salads, pastas or Asian noodle dishes
- Keep hot food at a minimum of 135°F and cold food at a maximum of 41°F

THE BEST CUTS

- Braised beef cuts like short ribs, blade roast and chuck roll work well for delivery because they can withstand longer hold times
- Cuts that require stronger cooking methods like skirt steak, flank steak and chuck travel well and should be considered for your takeout and delivery menu

PACKAGING

- Consider tamper-resistant seals for customer peace of mind
- Package hot and cold food separately
- Consider venting packaging to maintain heat, but also prevent overcooking

Also, don't forget to check with delivery apps; many are offering discounts or deals to help ease challenges for operations.



TIPS FROM THE EXPERTS

Here are some tips direct from our Sterling Silver Chefs.



TIP #1

Chef Barry Miles has a suggestion: “If your traditional menu items aren’t travel-friendly, try preparing takeout-friendly protein packs of marinated or seasoned meats for customers to supplement what they prepare at home.”



TIP #2

For meal kits, Chef Bradley Borchardt recommends, “Add a simple recipe card to help with finishing at home. And try simpler menu items; instead of a thick cut steak, do a minute steak. That way, you don’t need to worry about temps for takeout.”



TIP #3

“Find out what your customers would be more inclined to order and offer options,” Chef Pete Geoghegan suggests. “While family style meals have a certain appeal, many customers may prefer individual meals to accommodate various tastes.”

DON'T FORGET!

- Let customers know you’re serving! Notices outside your establishment, on your social media channels and even on aggregate sites like diningatadistance.com can keep you top of mind.
- If you’re able, find ways to pitch in on local efforts to help your community, such as supporting local food shelves and community kitchens.

