

# Delicious. No Bones About It.

## NEW BONELESS COUNTRY-STYLE BEEF CHUCK RIBS

Totally Unique



Nice N' Meaty



Tender, Juicy & Flavorful



Perfectly Portioned



Versatile Preparation

### WHAT ARE BONELESS COUNTRY-STYLE BEEF CHUCK RIBS?

- ◆ Cut from the Chuck Roll, Boneless Country-Style Beef Chuck Ribs are everything your customers love about ribs without the bones.
- ◆ With their robust beef flavor, they're unquestionably, undeniably, unbelievably delicious.

### YOU'LL GET NO ARGUMENT, RIB AFICIONADOS ARE SMILING.

- ◆ These hearty ribs are a real crowd pleaser, whether slowly braised with vegetables or finished on the grill with BBQ sauce.
- ◆ They're equally enjoyable reheated.

### A SUREFIRE OPPORTUNITY.

- ◆ Boneless Country-Style Beef Chuck Ribs let you offer a truly unique and exciting new item.
- ◆ Enjoy a healthy margin on what could be the hot new thing.



FUNDED BY THE BEEF CHECKOFF

LEARN MORE ABOUT BONELESS COUNTRY-STYLE BEEF CHUCK RIBS AND  
OTHER CULINARY BREAKTHROUGHS AT [WWW.BEEFINNOVATIONSGROUP.COM](http://WWW.BEEFINNOVATIONSGROUP.COM).

