

Country-Style Flavor In A New York Minute.

THE NEW COUNTRY-STYLE BEEF ROAST

Fully Cooked



Juicy & Flavorful



Terrific Sliced Thin



Enjoyable Hot Or Cold



Timesaver

WHAT IS A COUNTRY-STYLE BEEF ROAST?

- ◆ A slow-cooked, premium roast from the Chuck Roll that's surprisingly affordable.
- ◆ Totally pre-cooked and ready for the slicer, it's good to go in the blink of an eye.

DOWN HOME FLAVOR MEETS URBAN CONVENIENCE.

- ◆ The Country-Style Beef Roast lets you offer old-fashioned roast beef without spending hours in the kitchen.
- ◆ Reheated in the oven or served cold, you can't go wrong.
- ◆ Try offering it sliced thin for sandwiches or add sauce for entrées.

READY FOR BUSINESS.

- ◆ Customers always love convenient products that don't sacrifice quality, and the Country-Style Roast really fits the bill.
- ◆ It's one smart move to save time — and increase your margins.



FUNDED BY THE BEEF CHECKOFF

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LEARN MORE ABOUT THE COUNTRY-STYLE BEEF ROAST AND OTHER CULINARY BREAKTHROUGHS AT WWW.BEEFINNOVATIONSGROUP.COM.

