

SELLING TIPS FOR THE

Ranch Steak

Here are some ideas to help you generate interest and customer trial when you introduce this cut:

PRICING AND YIELD

Retail Price: moderately high

- Use the Beef Shoulder Center (114E Beef Chuck, Shoulder [Clod] Thick End [IMPS/NAMP]) as your starting raw material. The item is usually referred to as the “Clod Heart” or “Shoulder Center”.
- If cutting the Ranch Steak from the whole Shoulder Clod (114) fits your operation you will need to find an outlet for the remaining muscles. You may also be interested in the new Beef Top Blade (Flat Iron) Steak. (Contact your National Cattlemen’s Beef Association representative or State Beef Council for information on this cut.)
- An interactive cut test worksheet is available to analyze net and gross profit margins on the Beef Value Cuts CD included with this folder. The worksheet provides the user the ability to edit retails, cost and labor rates, then automatically updates the gross and net margin calculations.

Average size of the Shoulder Center denuded is approximately 7 to 9 pounds. This muscle can be portioned into to 8 to 12 oz. steaks nicely.

- Yield value on the Whole Shoulder Center muscle averages 85%, including trimmings, stew and kabobs.
- The yield value on the Beef Shoulder Center Steak (Ranch Steak) is approximately 55 to 60%.

TRAINING

Prior to the new cut launch, distribute the cutting instructions to ensure the meat department staff is properly trained to cut to specifications.

DISPLAY

- Display in the grilling or lean sections of your meat case or next to premium steaks.
- Use signage to communicate characteristics and call attention to this new cut. Consider messages like:

Lean and Tender	Family Steak	Ranch Round-up Sale	Great Beef Flavor
It's New! It's Lean!	101 Ways to Steak	Grill Fast, Grill Healthy	

Contact a National Cattlemen’s Beef Association representative or visit rd ranch.com for more information on available signage and labels.

- Reach convenience-oriented consumers by including these cuts in the service case as part of your tumbling or dry rub program.
- Merchandise the Ranch Steak in a 20s style tray.
- If you do not have a black tray program, consider introducing these new cuts in black trays to attract attention.
- Great steak to promote in a family or jumbo pack.
- Apply on-pack labels with cooking and carving information.

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PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Ranch Steak at store level. (See sampling tips in this folder).
- After the cut is established consider running a reduced price ad feature.
- Include these cuts in a grilling-themed promotion in your weekly circular.
- **Frequent Shopper Card** – Send coupons or other introductory offers to consumers who purchased boneless skinless chicken breasts or Beef Top Sirloin.
- **In-Store**
 - Place a “Try our New Steaks” sign on the front doors or windows.
 - Use intercom announcements to tell the full story on this new cut.
 - Direct consumers to these cuts in the case through:
 - Case dividers**
 - Signage**
 - Rail Strips**

EDUCATION

Research shows that some consumers don’t feel confident preparing beef. Make sure your customers know how to prepare the Ranch Steaks.

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| <ul style="list-style-type: none">■ How to cook: grill, stir fry, skillet<ul style="list-style-type: none">■ Tender without marinade■ Best when cooked at 145°F. | <ul style="list-style-type: none">■ Cooking ideas<ul style="list-style-type: none">■ Grill steaks, then carve and serve in soft tacos with guacamole and favorite toppings.■ Cut into strips and stir-fry for Asian beef and broccoli; serve over quick ramen noodles. |
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