

INTRODUCING THE
**SIRLOIN TIP SIDE AND
SIRLOIN TIP CENTER STEAKS**



TOOLS FOR MERCHANDISING

Item #24638

SIRLOIN TIP SIDE AND SIRLOIN TIP CENTER STEAKS

HOW TO TURN STEAK INTO A STAPLE

Great steak doesn't have to be reserved for special occasions. And with all the good nutrients it provides, it shouldn't. Look at the round differently and you'll see two great steaks that will give your customers permission to eat steak any day of the week.

Just remove the Tip Side and Tip Center from the Tip Bottom, separate them from each other, and remove connective tissue. You're creating a Tip Center Steak, which your customers will appreciate for its restaurant quality and tenderness, and a Tip Side Steak, a much improved version of the old full cut round sirloin tip, now that you can cut it across the grain.

They're both lean and versatile. Feature them and watch them fly.

HERE'S WHAT YOUR CUSTOMERS NEED TO KNOW

The Sirloin Tip Side and Center Steaks are perfect for the savvy shopper. Busy moms know that steaks like these fit the bill: versatile for use in many meals and easy on the pocketbook.

FEATURES & BENEFITS

- A great ingredient steak for stir fry, kabobs and fajitas
- Budget steaks for the grill
- Sirloin Tip Center makes a quick and easy roast
- Sirloin Tip Center Steak is tender without marination
- Sirloin Tip Side Steak is tender and juicy when marinated and cooked to medium rare
- Lean and nutritious



Balsamic-Marinated Sirloin Tip Side Steaks & Asparagus

Total preparation and cooking time:

25 minutes

Marinating time:

15 minutes to 2 hours

4 Sirloin Tip Side Steaks,
cut 1 inch thick
(about 8 ounces each)

1 pound fresh asparagus

1/2 teaspoon salt

1/8 teaspoon pepper

Marinade:

2/3 cup prepared balsamic vinaigrette

2 tablespoons Dijon-style mustard

- 1 Combine marinade ingredients in small bowl. Remove and reserve 2 tablespoons. Place beef steaks and remaining marinade in food-safe plastic bag; turn steaks to coat. Close bag securely and marinate in refrigerator 15 minutes to 2 hours.
- 2 Place asparagus in shallow microwave-safe dish; add 1/2 cup water. Cover and microwave on HIGH 3 to 6 minutes or until crisp-tender. Drain asparagus. Add reserved 2 tablespoons marinade to asparagus; turn to coat. Set aside.
- 3 Remove steaks from marinade; discard marinade. Place steaks on grid over medium, ash-covered coals. Grill, covered, 12 to 14 minutes for medium rare doneness, turning once. (*Do not overcook*).
- 4 During last 3 minutes of grilling, arrange asparagus on grid around steaks; grill 2 to 3 minutes, turning once. Season steaks and asparagus with salt and pepper.
Makes 4 servings.

SIRLOIN TIP CENTER AND SIRLOIN TIP SIDE STEAKS

Beef Round (Sirloin) Tip Center Steak*, Beef Round (Sirloin) Tip Center Roast* and Beef Round (Sirloin) Tip Side Steak*

Preparation Instructions GRILLING

Sirloin Tip Center and Sirloin Tip Side Steaks

Grill, covered, over medium, ash-covered coals, according to table, for medium rare (145°F) doneness, turning once. Do not overcook.

Sirloin Tip Center Steak

3/4 inch thick 8 to 9 minutes
1 inch thick 11 to 13 minutes

Sirloin Tip Side Steak

3/4 inch thick 9 to 11 minutes
1 inch thick 12 to 14 minutes

SKILLET COOKING

Sirloin Tip Center and Sirloin Tip Side Steaks

Heat nonstick skillet over medium heat until hot. Place steaks in skillet (do not crowd). Cook, uncovered, according to table, for medium rare (145°F) doneness, turning twice. Do not overcook.

Sirloin Tip Center Steak

3/4 inch thick 11 to 13 minutes
1 inch thick 14 to 15 minutes

Sirloin Tip Side Steak

3/4 inch thick 10 to 12 minutes
1 inch thick 13 to 15 minutes

OVEN ROASTING

Sirloin Tip Center Roast

Heat oven to 325°F. Place 2 to 2-1/2 pound roast on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of roast. Do not add water or cover. Roast 1-1/4 to 1-1/2 hours to 140°F. Let stand, covered, 10 to 15 minutes. Temperature will rise 5°F to 145°F for medium rare doneness and roast will be easier to carve.

***Uniform Retail Meat Industry Standards**

Nutrition Information

Sirloin Tip Center Steak or Roast

Nutrition Facts

Serving Size 4.0 oz (113g)
Servings Per Container Varied

Amount Per Serving

Calories 200 **Calories from Fat** 70

		% Daily Value*
Total Fat	7.5g	12%
Saturated Fat	3g	14%
Cholesterol	85mg	29%
Sodium	65mg	3%
Total Carbohydrate	0g	0%
Dietary Fiber	0g	0%
Sugars	0g	

Protein 31g

Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	16%
Riboflavin	14%	Vitamin B6	28%
Vitamin B12	61%	Zinc	52%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 · Carbohydrate 4 · Protein 4

Sirloin Tip Side Steak

Nutrition Facts

Serving Size 4.0 oz (113g)
Servings Per Container Varied

Amount Per Serving

Calories 190 **Calories from Fat** 50

		% Daily Value*
Total Fat	5.5g	8%
Saturated Fat	2g	11%
Cholesterol	80mg	30%
Sodium	60mg	3%
Total Carbohydrate	0g	0%
Dietary Fiber	0g	0%
Sugars	0g	

Protein 33g

Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	17%
Riboflavin	13%	Vitamin B6	32%
Vitamin B12	79%	Zinc	55%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 · Carbohydrate 4 · Protein 4

- **Excellent source of protein, phosphorus, selenium, vitamin B12 and zinc. Good source of iron, niacin, riboflavin and vitamin B6.**
- **Meets Nutrition Labeling and Education Act (NLEA) requirements for extra lean.**

Source: U.S. Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18.



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CUTTING INSTRUCTIONS

Sirloin Tip Side & Sirloin Tip Center Steaks



Subprimal Name

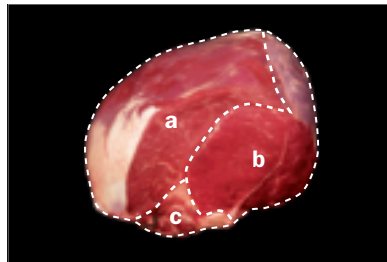
167A Beef Round, Knuckle Peeled (IMPS/NAMP) or 167D Beef Round, Knuckle Peeled 2-Piece (IMPS/NAMP)

URMIS* Names

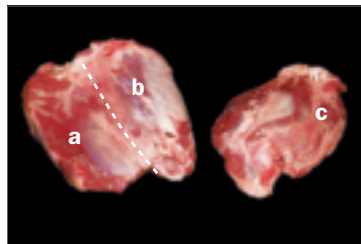
Beef Round (Sirloin) Tip Center Steak
Beef Round (Sirloin) Tip Center Roast
Beef Round (Sirloin) Tip Side Steak

*Uniform Retail Meat Industry Standards

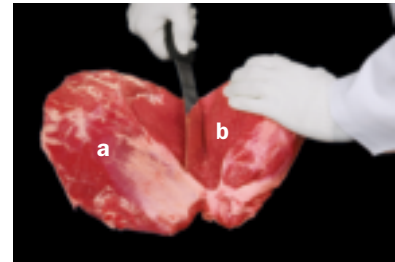
EASY CUTTING STEPS



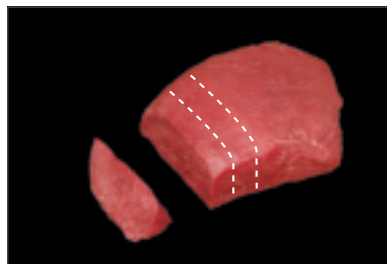
1 167A Beef Round Knuckle Peeled (IMPS/NAMP) has three major muscle components, the Tip Side (a), Tip Center (b) and the Tip Bottom (c).



2 Start by removing the Tip Bottom (c) muscle from the Tip Side (a) and Tip Center (b) by following the natural seam.



3 Follow the natural seam between the Tip Side and Tip Center to separate the two muscles.



4 Remove the all visible fat and heavy opaque connective tissue from the Tip Side. Locate the direction of the muscle fibers and square off the thick end cutting 90° against the direction of the muscle fiber. Cut steaks ¾" to 1" thick.



5 Leave the Tip Center muscle whole for a quick and easy roast.



6 For steaks cut Tip Center Steaks ¾" to 1" thick parallel to the cut face.

SELLING FEATURES

Tip Side Steaks

- Marinate and grill
- Great for breakfast or sandwich steaks
- Excellent for stir fry
- Merchandise in the lean section of the meat case
- Meets the NLEA requirements for lean

Tip Center Roast

- Great on the Rotisserie
- Quick cooking
- Meets the NLEA cooking requirements for extra lean

Tip Center Steaks

- Great on the grill
- Benefits from a flavor marinade
- Excellent for kabobs and stir fry
- Serve with a sauce for flavor
- Meets the NLEA requirements for lean

Key to Recommended Cooking Methods



Skillet



Grill or Broil



Marinate & Grill or Broil



Stir-Fry



Roast



Stew



Braise



Pot Roast

SELLING TIPS FOR THE

Sirloin Tip Side & Sirloin Tip Center Steaks

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

PRICING AND YIELD

Beef Sirloin Tip Center Steaks Retail Price: moderately high

Beef Sirloin Tip Side Steaks Retail Price: moderate

- Use 167A Beef Round Knuckle, Peeled as your starting raw material.
- An interactive cut test worksheet is available to analyze net and gross profit margins (on the Beef Value Cuts CD with this kit.) The worksheet provides the user the ability to edit retails, cost and labor rates, then automatically updates the gross and net margin calculations.

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 the new cuts. Consider messages like:
Staple Steaks **Breakfast Blast: Tip Side Steak Sandwiches**
Beef Bonanza Sale **Dynamic Duo: Great Steaks with a Great Punch!**
Contact a National Cattlemen's Beef Association representative or visit rdbranch.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 program.
- Merchandise the Sirloin Tip Side and Sirloin Tip Center steaks 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.
- Apply on-pack labels with cooking and carving information.

PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Sirloin Tip Side and Sirloin Tip Center 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 Beef Chuck Steaks, Boneless or Mixed Pork Chops.
- **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**

Sirloin Tip Side and Sirloin Tip Center Steaks

Selling Tips for the Sirloin Tip Side and Sirloin Tip Center Steaks

EDUCATION

Research shows that some consumers don't feel confident preparing beef. Make sure your customers know how to prepare the Sirloin Tip Side and Sirloin Tip Center Cuts.

Beef Round (Sirloin) Tip Center Roast

- Best cooking methods: roast
- Cooking and serving ideas
 - Rub roast with Mediterranean seasonings, such as olive oil, oregano, basil and lemon peel before roasting.
 - Thinly slice roast beef and sandwich between split ciabatta with roasted red onions and lemon-basil mayonnaise.

Beef Round (Sirloin) Tip Center Steak

- Best cooking methods: grill, broil, skillet
- Cooking and serving ideas
 - Grill steaks with peppers and onions, carve and serve on hoagies with cheese for a twist on a cheese steak sandwich.
 - Rub steaks with oregano, garlic and pepper and skillet cook; serve with olive and roasted pepper relish and crumbled feta.

Beef Round (Sirloin) Tip Side Steak

- Best cooking methods: marinate and grill, broil
- Cooking and serving ideas
 - Marinate in barbecue sauce and grill; serve with coleslaw and beans.
 - Cut steaks into strips, stir-fry for a quick weeknight stroganoff.

Sample Your Way to Success

There is no better way to sell a customer on a new product than to have them taste it in-store. Our research has shown that post-demonstration lifts averaged **22% based on five weeks of post-demo sales!***

Following are some key preparation tips that will help ensure your demonstration is a success.

WHAT YOU WILL NEED TO GET STARTED

Special Equipment

- Using the George Foreman Grill™ is a great way to prepare the beef.
- Use an instant-read thermometer to ensure accurate cooking.

Training

- Set up a work station and prepare at least one batch of samples before you serve customers.
 - Make sure you use proper food handling, use a thermometer and follow guidelines for degrees of doneness and proper cutting.
- Provide the demonstrators with talking points so they can speak intelligently about the product (see separate selling tips).

Simple Sampling Instructions

- Follow the cooking instructions for the cut.
- Carve one steak at a time. Keep other steaks loosely covered with foil sheets.
- Hold steak with tongs. Cut lengthwise in half, and then cut each piece crosswise into slice no larger than ½ inch thick.
- Pierce each steak sample with a flat toothpick then place on serving tray.
- Continue carving steaks as needed, judging by traffic flow. If traffic is heavy, carve all steaks. If there is a lull, wait until samples on tray are almost gone before carving the next steak.
- Discard any remaining samples after approximately 15 minutes.
- **Do not serve cold samples.**

A full guide to demonstrations is available on the CD included in this folder.

*Beef Value Cuts, Report of Findings, Executive Summary, February 2004.

Sourcing Raw Materials for Beef Value Cuts

SHOULDER CUTS: FLAT IRON STEAK, PETITE TENDER AND RANCH STEAK

114 Beef Chuck Shoulder Clod**

This item contains the **Shoulder Center (arm roast)** and the **Top Blade muscle**. Retailers must be able to manage the sales mix with the **Ranch Steak** and the **Flat Iron Steak**; therefore we recommend procuring the following subprimals:

114D Beef Chuck Shoulder (Clod) Top Blade**

This item shall consist of the infraspinatus (top blade) muscle.

PSO*: Purchaser may request that this item be further trimmed by removing the external muscles, the external and internal connective tissue (shoulder tendon). The internal connective tissue or tendon is exposed by filleting the muscle lengthwise from end to end; repeat the filet method to complete the shoulder tendon separation. After the removal of the connective tissue (shoulder tendon) the item is referred to as a "Flat Iron".

114E Beef Chuck, Shoulder Clod Arm Roast**

The item is usually referred to as the "Clod Heart" or "Shoulder Center".

PSO*: Purchaser may request that only triceps brachii long head and a small portion of the triceps brachii lateral head muscles at the thick end of the clod shall remain after being separated from the other muscles identified in the Item No. 114E. The heavy part of the elbow tendon should be removed. The muscle is to be completely trimmed of all fat and connective tissue.

114F Beef Chuck, Shoulder Tender (IM)**

This item is prepared from Item No. 114 by separating the teres major muscle from the clod by cutting through the natural seam. This individual muscle (IM) is sometimes referred to as the "Petite Tender". These are usually sold in four ten pound bags.

ROUND CUTS: TIP SIRLOIN CENTER, TIP SIRLOIN SIDE, WESTERN GRILLER AND WESTERN TIP STEAK

167A Beef Round Knuckle Peeled**

This item is prepared from item No.167, except the tensor fasciae latae, fat and skin tissues are excluded.

167D Beef Round, Knuckle Peeled 2-Piece**

PSO*: Generated from 167A Beef Round Knuckle, purchaser may request that the vastus lateralis (Tip Side) and the rectus femoris (Tip Center) are separated by cutting through the seam. The sartorius, vastus medialis and vastus intermedialis are removed. These items are usually referred to as the "Tip Side" and "Tip Center".

171B Beef Bottom Round Outside (Flat)**

The outside round or flat is produced by separating the boneless item from the top round, knuckle, heel and eye of round between the natural seams.

*Purchaser Specification Option (PSO): Not all packers offer subprimals according to the PSO listed; work with your supplier to confirm product specifications and case size.

**National Association of Meat Processors (NAMP): The Meat Buyers Guide