

INTRODUCING THE
**WESTERN GRILLER AND
WESTERN TIP STEAKS**



TOOLS FOR MERCHANDISING

Item #24637

WESTERN GRILLER AND WESTERN TIP STEAKS

FOR BEEF THAT'S BIG AND BOLD

Big is the best word to describe these round cuts. **Big** in size and **big** on flavor. It's the Bottom Round made better through a couple of quick, but important, strokes of the knife.

What's left is a large muscle that you can portion to fit the needs of your case. The yield is outstanding, producing a lot of packages.

Promote them as lean, as a value, or both! Or add more value through marination or tumbling and sell from the service case. Beef lovers are going to love Western Griller and Western Tip Steaks.

HERE'S WHAT YOUR CUSTOMERS NEED TO KNOW

The new Western Griller and Western Tip Steaks are known for their hearty, beef flavor at an affordable price. Most tender and juicy when marinated and grilled to medium-rare, these lean steaks are also nutrition dynamos.

FEATURES & BENEFITS

- Versatile, convenient and affordable
- Quick-cooking, grilled or broiled
- Consistently tender when marinated before cooking and cooked to medium-rare
- Lean and nutritious



Teriyaki-Marinated Western Griller Steak

Total preparation and cooking time:
30 minutes

Marinating time:
6 hours or overnight

1 thick-cut Western Griller Steak, cut 1-1/4 inches thick (1-1/4 to 1-1/2 pounds)

Marinade:

3/4 cup prepared teriyaki marinade and sauce

2 tablespoons dry sherry

1 tablespoon minced fresh ginger

1 Combine marinade ingredients in small bowl. Place steak and marinade in food-safe plastic bag; turn steak to coat. Close bag securely and marinate in refrigerator 6 hours or overnight, turning occasionally.

2 Remove steak from marinade; discard marinade. Place steak on grid over medium, ash-covered coals. Grill, covered, 18 to 20 minutes for medium rare doneness, turning two or three times. (Do not overcook). Carve steak into thin slices.

Makes 4 servings.

WESTERN GRILLER AND WESTERN TIP STEAKS

Beef Bottom Round Steak (Western Griller)*,
Beef Bottom Round Rump Steak (Western Tip)*

Preparation Instructions

GRILLING

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

3/4 inch thick	8 to 10 minutes, turning once
1 inch thick	12 to 15 minutes, turning 1 to 2 times
1-1/4 inch thick	18 to 20 minutes, turning 2 or 3 times

SKILLET COOKING

Marinate. 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 occasionally. Do not overcook.

3/4 inch thick	11 to 14 minutes
1 inch thick	16 to 22 minutes
1-1/4 inch thick	Not recommended

BROILING

Marinate. Broil in preheated broiler, 3 to 4 inches from heat, 18 to 20 minutes, for medium rare (145°F) doneness, turning once. Do not overcook. Let stand 5 minutes.

*Uniform Retail Meat Industry Standards

Nutrition Information

Nutrition Facts

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

Amount Per Serving

Calories 205 Calories from Fat 70

	% Daily Value*
Total Fat 8g	12%
Saturated Fat 3g	14%
Cholesterol 85mg	29%
Sodium 70mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 31g	

Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 19%
Riboflavin 14%	Vitamin B6 38%
Vitamin B12 76%	Zinc 39%

*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 lean.**

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



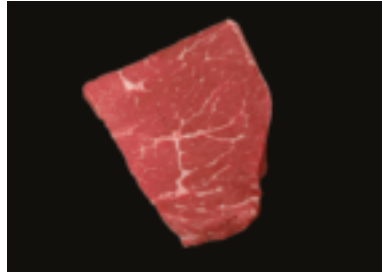
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CUTTING INSTRUCTIONS

Western Griller and Western Tip Steaks



Subprimal Name

171B Beef Bottom Round, Outside (Flat)
(IMPS/NAMP)

URMIS* Names

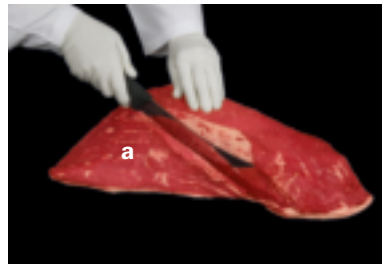
Beef Bottom Round Steak (Western Griller)
Beef Bottom Round Rump Steak (Western Tip)
Beef Bottom Round Roast (Triangle Roast)

* Uniform Retail Meat Industry Standards

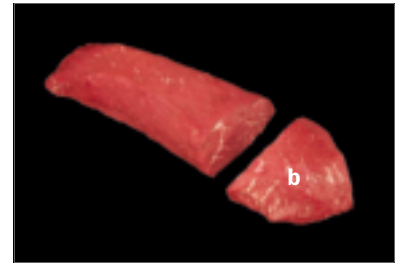
EASY CUTTING STEPS



1 171B Beef Bottom Round, Outside (Flat) (IMPS/NAMP). Start by removing all visible fat and connective tissue.



2 Locate the triangular shaped portion of the Bottom Round (a); remove by following the natural seam. Remove any remaining visible connective tissue and merchandise as a Bottom Round Roast.



3 Locate the Rump/Sirloin end (b) of the Bottom Round. Remove the Rump end about 4" to 5" from the point.



4 Cut Rump/Sirloin end into Western Tip Steaks 3/4" to 1" thick 90° against the direction of the muscle fiber.



5 Cut the remaining portion of the Bottom Round into Western Grillers by cutting 90° against the muscle fibers 3/4" to 1" thick, portion to size.



6 Generate Western Grillers for London Broil or Swiss Steak by cutting 1 1/2" to 2" thick.

SELLING FEATURES

Western Griller



- Benefits from a tenderizing marinade
- Best if cooked to medium rare
- Great for London Broil
- Great for Swiss Steak
- Meets the NLEA requirements for Lean

Western Tip



- Benefits from a tenderizing marinade
- Best if cooked to medium rare
- Great for kabob and stir fry
- Meets the NLEA requirements for Lean

Key to Recommended Cooking Methods



SELLING TIPS FOR THE

Western Griller and Western Tip Steaks

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

PRICING AND YIELD

Western Griller Retail Price: moderate

Western Tip Retail Price: moderate

- Use the 171B Beef Bottom Round, Outside (Flat) as the starting raw material.
- 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 denuded bottom round is approximately 10 to 12 pounds, yielding many packages to fill the case.

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

- Leave the external fat on these great beef steaks and display in the grilling section of your meat case.
- Remove the external fat from these great beef steaks and display in the lean section of your meat case.
- Leave this extra flavorful muscle whole for a great London Broil application or cut extra thick for Swiss Steak.
- Use signage to communicate characteristics and call attention to these new cuts. Consider messages like:

Great New Steak

Lasso savings on the Western Griller or Western Tip

Great Take on the Everyday Steak

Try the Big and Bold Western Griller

Lean, Wholesome, Nutritious and New!

Western Round Up Sale

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 or dry rub program.
- Merchandise the Western Griller or Western Tip Steak in a 4s style tray.
- Great steak to merchandise for family or economy packs.
- 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.

Western Griller and Western Tip Steaks

Selling Tips for the Western Griller and Western Tip

PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Western Griller 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 Top Round Steak, Full Cut Round Steak or Pork Steak.
- **In-Store**
 - Place a “Try our New Steaks” sign on the front doors or windows.
 - Use intercom announcements to tell the full story on these new cuts.
 - 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 Western Griller and the Western Tip.

- Best cooking methods: marinate and grill, broil, braise
 - Benefits from a tenderizing marinade.
 - Best when cooked at 145°F.
- Cooking and serving ideas
 - Marinate steaks with Southwest seasonings and grill with chili-dusted potato planks.
 - Rub marinated steaks with garlic and pepper; grill with onion, pepper and zucchini slices, sprinkled with Parmesan cheese.

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