

Branded Beef from a Restaurant Perspective

Andrew Keen

Introduction

- **What we need**
- **How we can help**

There is a market for more food service based branded beef programs

Success of the program requires involvement at all levels

Beef on the menu can have a purpose,
not "just because...."

What we need from Ranchers

Exclusivity

- *Challenges when product is offered at both retail and food service levels*
- *Less concerns regarding supply*
- *Maintain integrity of product by selling to similar quality establishments*

Product must stand up to story, “walk the walk”

- *First and foremost it MUST eat well*
- *Perceived Value*

The Story

- *Selling the “sizzle” adds intangible value to the product*
- *Helps service staff sell, the product becomes more familiar to the customer*

Tastings, tours, ranchers' involvement in POS

- *Allows the foodservice operation to become connected to the ranch, ambassadors to the beef*
- *The staff receives an insight into the production, they sell it because they are comfortable with it*

Consistency in product and supply

- *Weight*
- *Trim specs*
- *Supply*
- *Ageing*

Allow Brokers/distributors to hold and release product at the required age

- *Avoids surpluses/shortages*
- *Allows ample time for transport and sale of product*
- *Must use distributors of the utmost integrity*



How we can Help you

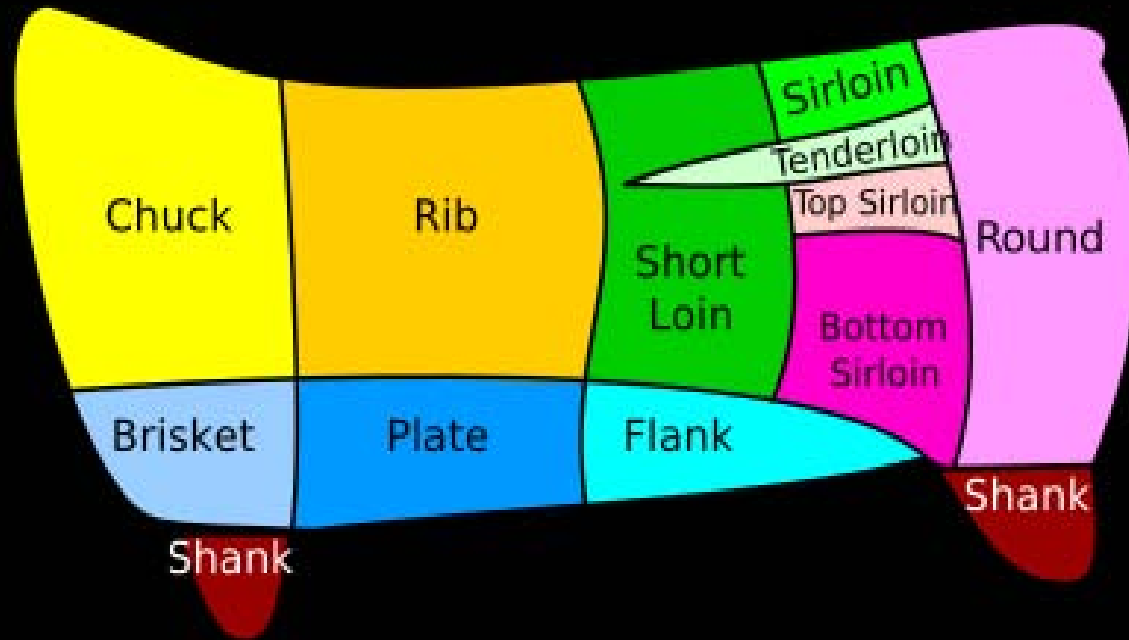
Packaging cuts, to allow sale of whole carcass

- *Tenders, striploin etc are always in demand*
- *Will allow producers to get maximum revenue from lesser cuts*

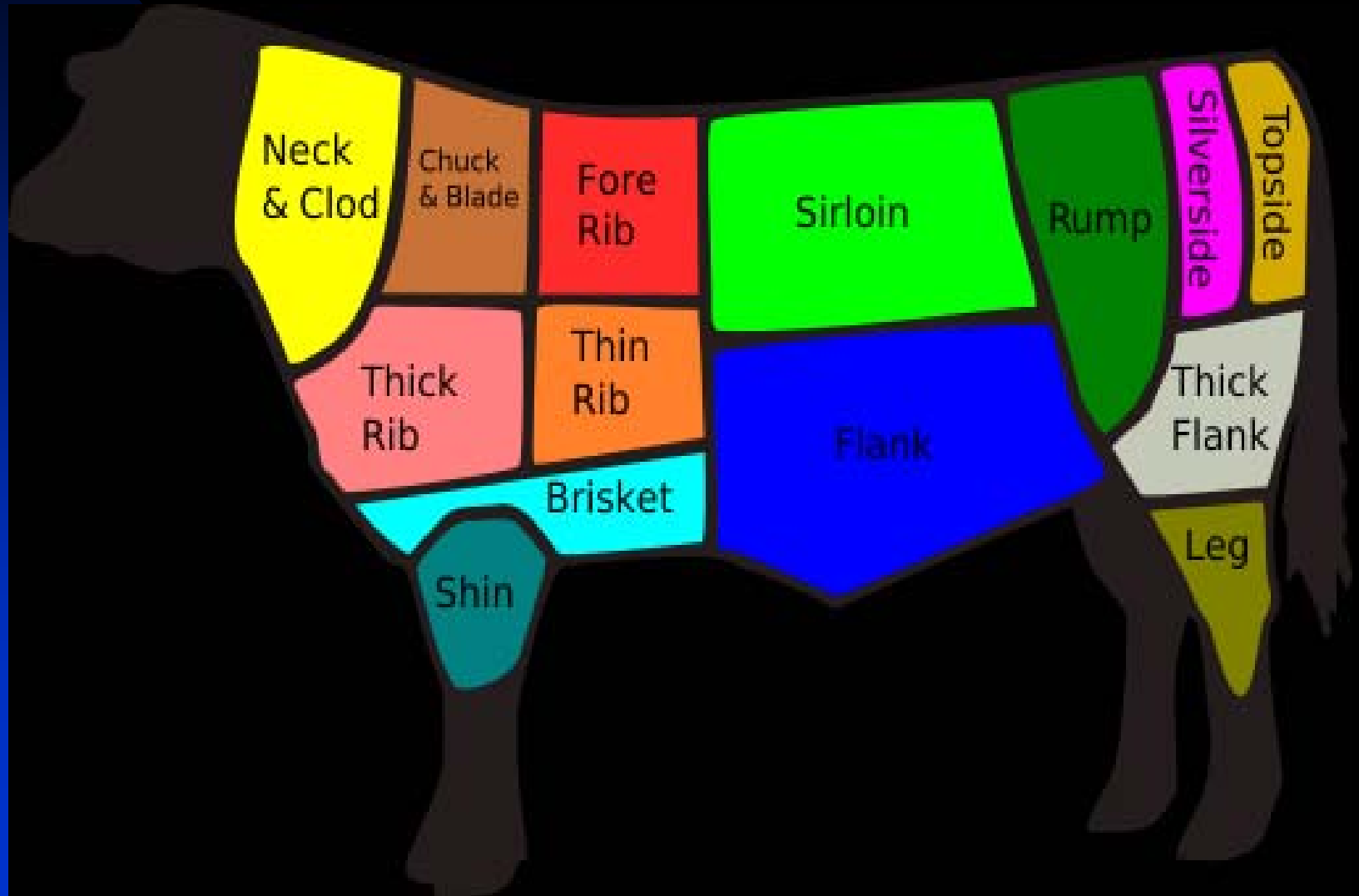
Work with chefs to develop ideas for less prominent cuts/ custom cuts

- *Maximize profit per carcass*
- *Reduction in costs for food service*

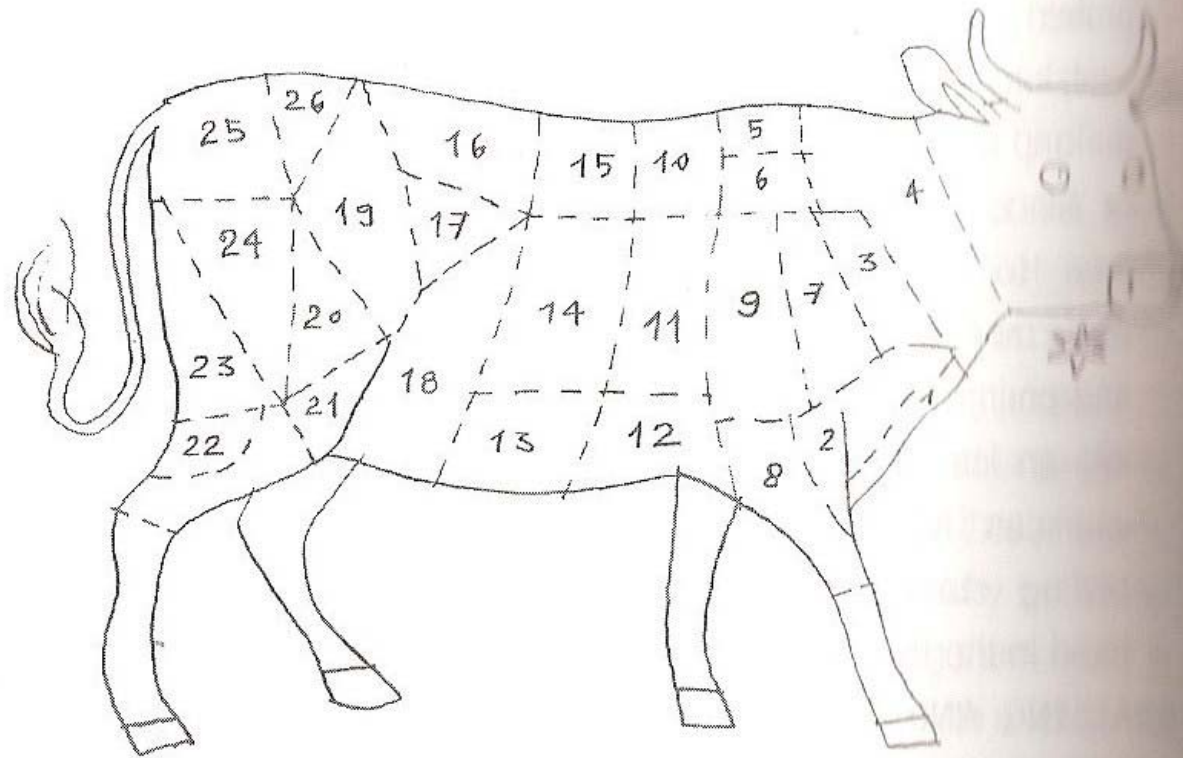
US Cuts



UK cuts



ITALIAN CUTS
AND COOKING
TECHNIQUES



Work with chefs to develop usage levels, lead time for extra product

- *Avoid shortages/surpluses*
- *Maintain product quality, (always fresh, always aged correctly)*