

# 10 TIPS

IN TEN MINUTES

A SIMPLE SALES GUIDE FOR  
BEEF FOODSERVICE DISTRIBUTORS & PURVEYORS



# 1 BEEFLEXIBLE – PROMOTE BEEF’S VERSATILITY

Beef is a cornerstone of the American menu and always in demand. Today’s beef gives your customers more ways than ever to meet that demand.

- Promote the fact that beef is a great fit for the latest menu trends and popular ethnic cuisines, from Latin, Mediterranean and Asian to regional American. It adds steak satisfaction, perceived value and selling power in a way no other protein can.
- Tell customers about the versatile new foodservice beef cuts (see #3).
- Identify items on a customer’s menu currently made with other proteins—like Chicken Caesar Salad—and suggest a steak upgrade, which can support a higher menu price without significantly increasing food and labor costs.
- Use the “Beef Foodservice Cut Finder” chart on the back of this brochure to help operators identify the right cuts for a variety of menu items, cooking methods and menu prices.
- Suggest sauces, dry rubs, marinades and accompaniments to create signature steak presentations at pennies per portion (see #7).

# 2 PUT BEEF PRICING IN CONTEXT

Follow these steps to show customers how to maximize their profits by calculating beef portion costs in the context of a complete meal.

- Determine menu price.
- Determine gross profit margin (in dollars) that the customer wants to make.
- Subtract this amount, plus non-beef plate costs associated with meal (e.g., sauce, side dishes, etc.) from menu price to determine the budget allotment for beef.
- Identify beef cuts from your inventory that meet this portion cost.

# 3 SELL THE NEW BEEF CUTS

Beef industry research has revealed several tender and flavorful muscles within the under-utilized shoulder, and new cutting techniques now make these ultra-versatile cuts available.

- Show customers how these new cuts give them more menuing options than ever. They’re ideal served as steaks and perfect for ingredient usage in items like salads and sandwiches, pastas, breakfast combos, fajitas and more.

## PETITE TENDER

- Upscale plate presentation, similar to beef tenderloin.
- Can be prepared and served as a small roast or as medallions.

## FLAT IRON STEAK

- Flavorful, juicy, well-marbled; ideal for dinner menus.
- Can be prepared and served just like a Strip or Ribeye steak.

## RANCH STEAK

- Similar in flavor and texture to Top Sirloin.
- Ideal for breakfast or lunch, dinner combo plates, sandwiches and salads.

# 4 SPREAD THE GREAT NEWS ABOUT BEEF AND NUTRITION

Telling beef’s outstanding nutrition story to your customers helps them menu beef with confidence. The more they know, the more they’ll want to incorporate beef in balanced, healthful menu items.

- Three ounces of lean beef has just one more gram of saturated fat than three ounces of skinless chicken breast.\* Used as an ingredient, beef can go a long way toward bringing flavor, satisfaction, value and selling power to the plate.
- Many cuts of beef are trimmer, on average, than they were 14 years ago.

Your Menu Price \$	— <i>subtract</i>	Your Profit Target \$	— <i>subtract</i>	Your Total Fixed Serving Costs \$	=	Your Beef Budget \$
-----------------------	----------------------	--------------------------	----------------------	--------------------------------------	---	------------------------

<b>PROFIT CALCULATOR</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Non-Beef Plate Costs</td> <td style="width: 10%; text-align: right;">+ \$</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: right;">+ \$</td> </tr> <tr> <td style="border-top: 1px solid black;"></td> <td style="text-align: right;">+ \$</td> <td style="border-top: 1px solid black;"></td> <td style="text-align: right;">+ \$</td> </tr> <tr> <td style="border-top: 1px solid black;"></td> <td style="text-align: right;">+ \$</td> <td style="border-top: 1px solid black;"></td> <td style="text-align: right;">+ \$</td> </tr> </table>	Non-Beef Plate Costs	+ \$		+ \$		+ \$		+ \$		+ \$		+ \$
Non-Beef Plate Costs	+ \$		+ \$										
	+ \$		+ \$										
	+ \$		+ \$										

\* Based on USDA data using the average of 3 oz. cooked servings of Eye of Round Roast, Top Round Steak, Top Sirloin Steak, Boneless Shoulder Pot Roast, Round Tip Roast and Shoulder Steak compared to 3 oz. cooked servings of boneless, skinless chicken breast.

- There are 21 foodservice cuts of beef that meet government labeling guidelines for lean or extra-lean:

- |                           |                                |
|---------------------------|--------------------------------|
| • Tenderloin              | • Shoulder Pot Roast, Boneless |
| • Ribeye Steak, Small End | • Arm Pot Roast                |
| • T-Bone Steak            | • Brisket, Flat Half           |
| • Petite Tender           | • Round Tip                    |
| • Rib Steak, Small End    | • Shoulder Steak, Boneless     |
| • Top Sirloin             | • 95% Lean Ground Beef         |
| • Top Loin                | • Tri-Tip                      |
| • Eye of Round            | • Flank Steak                  |
| • Top Round               | • Bottom Round                 |
| • Shank Crosscuts         | • Ranch Steak                  |
| • Mock Tender Steak       |                                |

- Beef is rich with important nutrients. The acronym “ZIP+B” is an easy way to remember the most important nutrients found in beef:

**Z**inc, **I**ron, **P**rotein and the **B**-vitamins.

- Beef Nutrient Equivalents

Zinc: 3 oz. Beef\* = 40 oz. servings of salmon

B<sub>12</sub>: 3 oz. Beef\* = 22 oz. skinless chicken

Iron: 3 oz. Beef\* = 2 3/4 cups of raw spinach

Riboflavin: 3 oz. Beef\* = 13 1/2 oz. white tuna meat

B<sub>6</sub>: 3 oz. Beef\* = 6 1/2 cups raw spinach

\* Cooked

## 5 EDUCATE CUSTOMERS ABOUT BEEF GRADING AND AGING

- The price of a cut of beef varies according to quality grade (i.e., USDA Prime, Choice, Select) and yield grade. Be sure you are comparing the same quality and yield grade when pricing beef cuts.
- A cut’s quality grade is based on marbling, the visible flecks of fat within muscles that affects the flavor and juiciness of cooked beef. Prime, the highest grade, is the most marbled. Beef that has less marbling and less trimmable fat (such as Select grade) should be cooked for shorter periods of time or prepared at lower cooking temperatures than more marbled grades (such as Choice or Prime).
- Aging allows the natural enzymes in beef to break down specific proteins in muscle fibers. As this occurs, the meat is tenderized naturally and its flavor is improved. There are two commercial methods for aging beef: wet and dry. Wet aging is far more common and occurs in vacuum bags under refrigerated temperatures of 32°F to 34°F. Dry aging is not as common because it is a more complex method and

results in yield losses due to dehydration. It is used primarily by upscale and specialty beef purveyors. Dry-aged beef produces distinct flavors and aromas perceived as too intense by some consumers, yet highly desirable by others.

## 6 HELP CUSTOMERS UNDERSTAND “DONENESS”

Perfectly cooked beef achieves a balance of the minimum amount of cooking needed for maximum palatability, flavor and food safety. Help your customers find that balance with these temperatures of doneness:

### WHOLE MUSCLE CUTS

Medium rare 145°F

Medium 160°F

Well done 170°F (Braised or stewed beef is always cooked until well done.)

### GROUND BEEF

Internal temperature should be 160°F

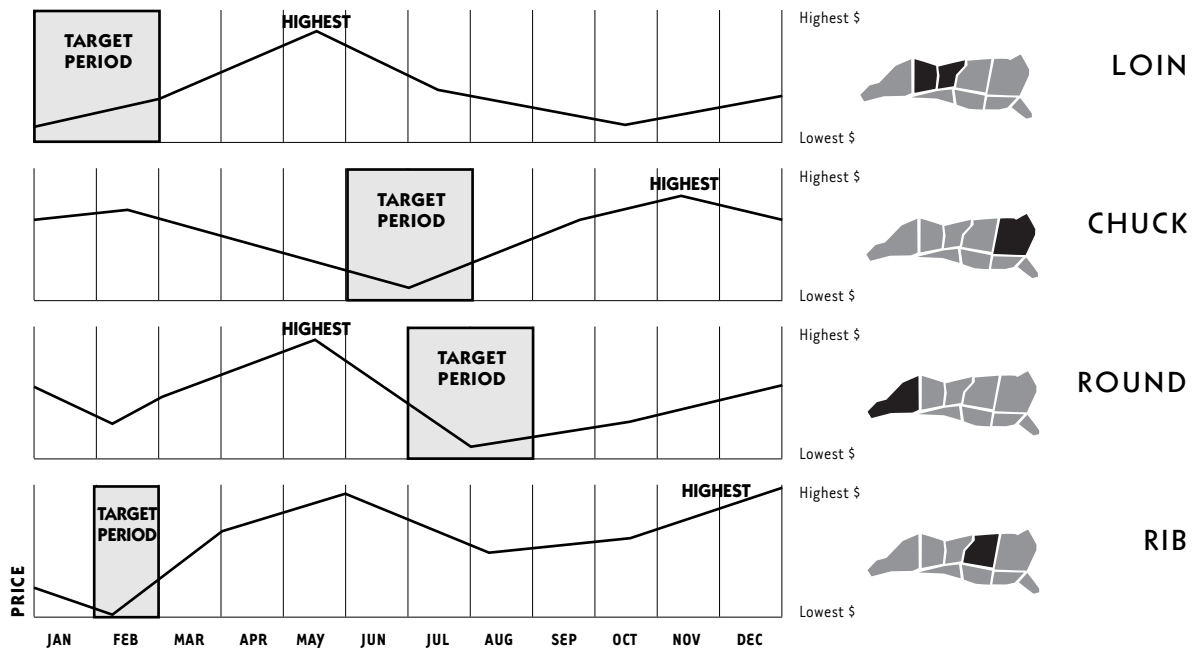
## 7 SHOW THEM HOW TO MAKE THE MOST OF BEEF’S FLAVOR

It’s no accident that beef is often paired with certain ingredients. Research shows that many of the most popular ingredients in beef dishes contain naturally occurring, flavor-enhancing *umami* (oo-MOM-ee) compounds—just as beef does. Umami is derived from the Japanese word for delicious and is one of the five basic “taste receptors” along with sweet, salty, sour and bitter. It’s the taste of glutamates—the salts of an amino acid—and other small molecules called nucleotides. A 50-50 mixture of two umami compounds can produce eight times as much flavor as either one of the compounds alone.

Recommend these top 20 flavors that enhance the flavor of beef:

- |  |              |
|--|--------------|
| • Onion                                    | • Vinegar    |
| • Garlic                                   | • Thyme      |
| • Tomato*                                  | • Parsley    |
| • Beef Broth/Stock/Bouillon*               | • Cayenne    |
| • Wine (mainly red)*                       | • Mushroom*  |
| • Cheese (mainly Parmesan, Cheddar, Blue)* | • Soy Sauce* |
| • Sugar                                    | • Cumin      |
| • Cream                                    | • Mustard    |
| • Bell Pepper                              | • Ginger     |
|  | • Bay Leaves |
|  | • Oregano    |

\*umami-rich ingredients



## 8 CAPITALIZE ON SEASONAL PRICE VARIATIONS

- Several beef cuts show fairly consistent price patterns over the course of a year.
- Help customers increase profitability by suggesting a particular cut when the price is seasonally low.
- Ground beef prices do not fluctuate significantly throughout the year.

## 9 HELP CUSTOMERS "SELL THE SIZZLE"

Encourage operators to use mouth-watering words like these when describing beef on the menu.

- |                  |                |
|------------------|----------------|
| • Tender         | • Spit-Roasted |
| • Fork-Tender    | • Herb-Crusted |
| • Juicy          | • Oven-Roasted |
| • Succulent      | • Oven-Braised |
| • Sizzling       | • Smoked       |
| • Savory         | • Marinated    |
| • Moist          | • Pan-Broiled  |
| • Mouth-Watering | • Glazed       |
| • Lean           | • Seasoned     |
| • Seared         | • Hand-Carved  |
| • Grilled        | • Basted       |
| • Fire-Roasted   | • Infused      |

## 10 TAP INTO BEEF RESOURCES

America's Beef Producers offer a variety of culinary, educational and marketing resources.

- [www.beefoodservice.com](http://www.beefoodservice.com) is the Beef Industry's comprehensive online reference library and resource for foodservice. You'll find the latest facts and trends, as well as recipes and a wealth of free informational tools.
- Also visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com) for information about the latest beef products and how the industry is promoting beef to consumers.
- "Beef Facts for Foodservice" is a quick-reference folder packed with valuable information for foodservice, including "product sheets" on the most popular beef cuts, menu ideas, profitability guidelines, preparation techniques, nutrition information, and the latest safety information on beef handling and storage.
- "Creating Crave" is a useful guide to beef flavor enhancement, including information on pairings and seasonings.
- Call Customer Service at 1-800-368-3138 for more information or to order materials.



## BEEF FOODSERVICE GUIDE

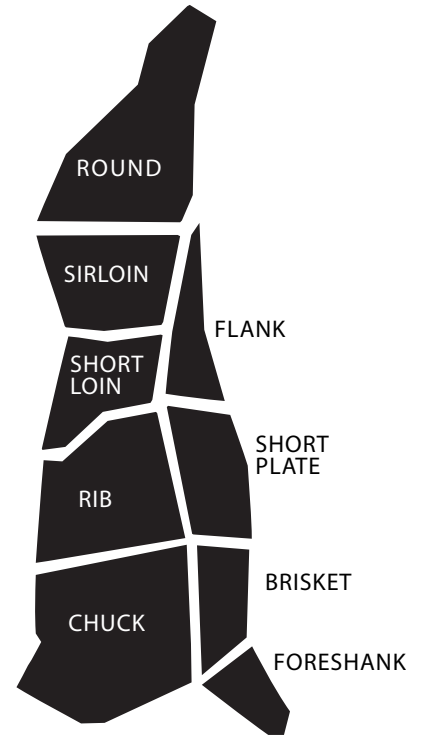
Use this at-a-glance guide to help operators identify the best beef cuts to use for the most common foodservice applications.

- Indicates cuts that are highly recommended for certain types of menu items; these cuts will produce optimal results
- \* Indicates alternative cuts that produce acceptable results
- ✘ Indicates uses for leftovers of these cuts

Listed in numerical order by IMPS/NAMP

BEEF CUT	IMPS/NAMP*	Beef Ribs	Fajitas	Filet Mignon / Chateaubriand / Tournedos	French Dip / Italian Beef Sandwiches	Hash	Kabobs / Fondue	London Broil	Pasta Toppings, Grilled	Philly Cheese Steak	Pot Roast (Moist Heat)	Prime Rib	Roast Beef (Economy)	Roast Beef (High Quality)
Rib, Roast-Ready	109, 109A, 109D, 109E	✘			✘	✘				✘		●		●
Rib Blade Meat	109B		●			*		*	●	*				
Ribeye Roll	112, 112A				✘	✘	*		*	*		●		●
Chuck Shoulder Clod	114, 114A, 114B, 114C				✘	✘					●			
Chuck Shoulder Clod, Top Blade Roast	114D					*					*			
Chuck Shoulder Clod, Arm Roast	114E				●	✘	*	●		*	*			●
Chuck Roll	116A				●	*				*	●		*	
Chuck Eye Roll	116D				●	*				●	*		●	*
Brisket	120				*	●					●			
Skirt Steak	121C, 121D		●						*					
Beef Short Ribs	123, 123A, 123B, 123C, 123D, 130	●									*			
Beef Back Ribs	124, 124A	●												
Diced Beef/Beef for Stewing	135, 135A					*								
Round Rump & Shank Partially Off, Handle On (Steamship)	166B				✘	✘							●	*
Knuckle	167, 167A, 167D		*		*	✘		*		●	✘		●	*
Top (Inside) Round	168, 169, 169A		*		●	✘	*	●	*	*			●	*
Bottom (Gooseneck) Round	170, 170A				*	✘					*		*	
Outside Round (Flat)	171B				●	✘					●		*	
Eye of Round	171C				*	✘				*	*		*	
Short Loin, Short-Cut	174					✘								
Strip Loin, Boneless	180					✘	*		●					●
Top Sirloin Butt	184, 184A, 184B		●		*	✘	●	●	●	●			*	*
Top Sirloin, Cap	184D		*		*	✘	*	●	●	*			*	
Bottom Sirloin Butt, Flap	185A		●		*	*	*	*	*	*				
Bottom Sirloin Butt, Ball Tip	185B		*		●	✘			*	*	*			
Bottom Sirloin Butt, Tri-Tip	185C		*		●	✘	*	*	*	*	*		●	*
Full Tenderloin	189, 189A, 190, 190A			●			●		●					●
Flank Steak	193		●					●	●	*				
Flat Iron Steak	1114D, PS01		*		●	✘	*	*	*	*	*			*
Ranch Steak	1114E, PS01		*		●	✘	*	*	*	*	*			*
Petite Tender	114F, PS01		*		●	✘	●	●	●	*	*			●

Beef Sandwiches	Salad Toppings, Grilled	Shredded Beef (Mexican / Barbecued Beef)	Skewered Steak / Satay	Sliced Beef in Gravy / BBQ Sauce	Soup	Steak (Economy—Marinating Recommended)	Steak (High Quality)	Steak, Breakfast (Marinating Recommended)	Steak, Cubed / Chicken Fried / Fingers	Steak, NY Strip / Strip Steak	Steak, T-Bone / Porterhouse	Smoked	Rotisserie / Spit-Roasted Beef	Steak, Swiss	Stew / Pot Pies / Turnovers	Stir Fry (Marinated)	Stroganoff
●				✘			●	✘				●	●				
	●	*	●		*			●	●						*	●	●
●	*		*	✘		●	*					●	●				
*		●		*	●				●					●	●		
		*		*	*	●	*						*	*	*	●	*
●		*		*	✘							*	*		●	●	●
		●		*	*				*					*	●		
●		●		*	*				*			*	*	*	●		*
●	*		*			*	*	*								*	
				✘								*	●				
●				*	●									●		*	
●		✘	*	*	*	*	*	*	*				*	*	*	*	*
●	*	*	*	*	*	●	●	*	*					*	*	●	*
		●		*	*	*		●	●					●	●	*	*
*	*		*	*		*		●	●			*		●	*		*
							●	*		*	●	●					*
●	●		*				●	*		●	●	●	●	*	*	*	●
●	*	●	*	●	*	●	*	●	●			*	*	*	*	●	●
	*	*	●		*	●		*	●					●	*	*	*
*	*	*	*	*	●	●		●	●			*	*	●	*	*	*
●	●		*				●	*				●	●			*	●
●	●						●	*					*			●	●
●	●	*	●			●	*	*					*		●	*	●
●	●		●				●	*					*			●	●



For more information contact

NCBA Foodservice Marketing

(303) 850-3398

[www.beeffoodservice.com](http://www.beeffoodservice.com)

(800) 368-3138

© 2004 Cattleman's Beef Board and National Cattleman's Beef Association

(Revised 2007)