

REWARD YOURSELF WITH QUALITY™

— *Beef* —

FOOD SERVICE



## A CUT ABOVE THE REST

GIVE YOUR CUSTOMERS THE VERY BEST: *CHAIRMAN'S RESERVE*<sup>®</sup> CERTIFIED PREMIUM BEEF.

You have focused on many details: the decor, the menu, the table setting and the wait staff training. Time to serve your customers a meal they won't soon forget. Start with a high-quality steak; it inspires confidence and can translate into return customers.<sup>1</sup>

Our beef is USDA-certified according to strict premium quality standards, meaning you can count on serving premium beef that is tender, juicy and flavorful every time.

Choose the quality you expect from the name you trust: *Chairman's Reserve* Certified Premium Beef.

<sup>1</sup> NPD CREST Needs States Database, YE December 2010

## A FIRST-CLASS EATING EXPERIENCE

*CHAIRMAN'S RESERVE*® CERTIFIED PREMIUM BEEF IS THE IDEAL HIGH-QUALITY BEEF OFFERING TO ROUND OUT YOUR MENU.

Recent research indicates more consumers associate the word “premium” with high-quality beef than associate the word “Angus” with high-quality beef<sup>2</sup>, meaning diners will expect a first-class eating experience when they order premium beef from your menu.

*Chairman's Reserve* Certified Premium Beef won't disappoint – it offers exceptional flavor, tenderness and juiciness that only premium beef can provide. Even after you've set the stage for a great meal with fine wine, inviting ambience and outstanding service, the quality of the entrée is what will stand out to your customers.

2 Tyson Fresh Meats *Chairman's Reserve* Brand Refresh Survey, August 2010



## PREMIUM BEEF GENERATES CUSTOMER LOYALTY



*CHAIRMAN'S RESERVE*® CERTIFIED PREMIUM BEEF HELPS YOU BUILD YOUR BUSINESS.

By delivering a high-quality eating experience, the *Chairman's Reserve* brand will help you create satisfied, loyal customers who want to keep coming back. Serving our premium beef will help grow your business.

Your table is no place for a mediocre steak. The steak is center of the plate for a reason – it is the star of the show and the most critical component in determining a satisfying eating experience.

Customers who order steak are twice as likely as the average restaurant consumer to choose the restaurant due to quality or food variety.<sup>3</sup>

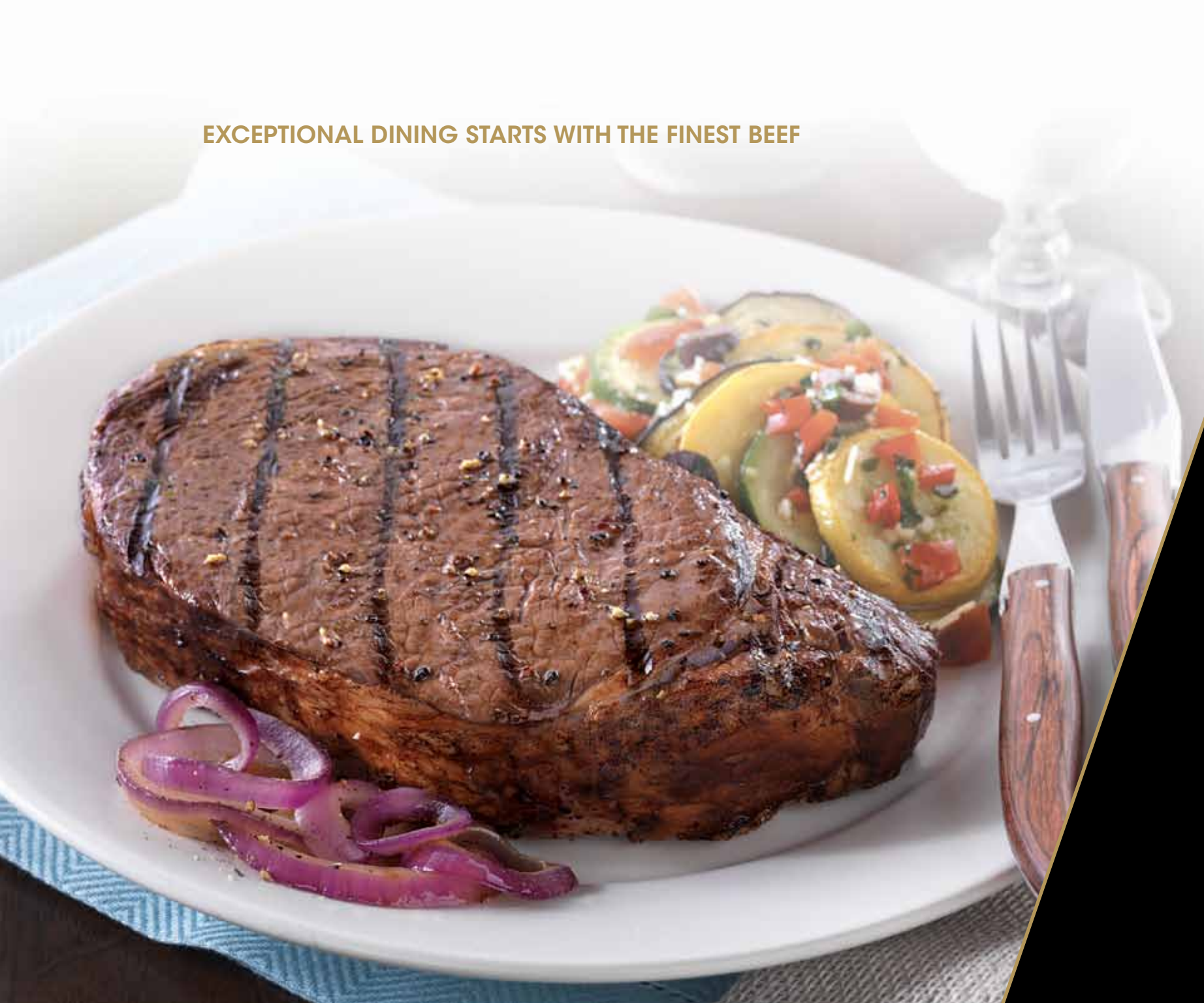
With more than 75% of diners saying they are very likely to return to a restaurant because of a previous positive experience, you must serve the best.<sup>4</sup>

By choosing *Chairman's Reserve* beef you can be confident your entrée will please even your most discriminating customers.

<sup>3</sup> NPD CREST Needs States Database, YE December 2010

<sup>4</sup> SMG Benchmark Database, April 2011

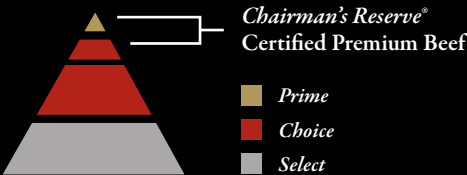
EXCEPTIONAL DINING STARTS WITH THE FINEST BEEF



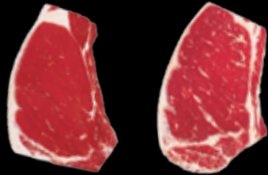
*CHAIRMAN'S RESERVE*<sup>®</sup>  
CERTIFIED PREMIUM BEEF UNDERGOES  
A THOROUGH USDA CERTIFICATION PROCESS  
TO GUARANTEE PREMIUM EATING QUALITY.

Only beef with these specifications  
carries the *Chairman's Reserve* brand logo.

- Prime and upper 2/3 Choice grades provide the highest quality beef.



- Significant marbling delivers rich flavor and juiciness. Marbling scores are a Modest 00 or higher. Less than 25% of USDA Choice carcasses meet these marbling criteria.



- “A” maturity (younger cattle) helps ensure superior color, texture, firmness and tenderness.
- Moderately thick or better muscling eliminates cattle with dairy influence.

These stringent selection standards yield a consistently – superior product: *Chairman's Reserve* Certified Premium Beef.

A close-up photograph of a white plate featuring a large, cooked beef roast with a dark, herb-crusted exterior and a pinkish-red interior. A silver fork is positioned in front of the roast, with a single slice of beef resting on its tines. To the left of the roast is a small, dark brown bowl containing a white, creamy sauce. In the background, there is a serving of green asparagus spears and a portion of fluffy, white mashed potatoes. The entire scene is set against a light, neutral background.

PREMIUM BEEF FROM THE COMPANY YOU TRUST

COUNT ON TYSON FRESH MEATS, INC.

The *Chairman's Reserve*® Premium Meats brand and its *Chairman's Reserve* Certified Premium Beef products are backed by the knowledge and experience of Tyson Fresh Meats, Inc. As one of the world's largest meat processors, we bring you all the benefits you expect, including:

- ◆ Quality beef grades
- ◆ On-time product delivery
- ◆ Superior customer service
- ◆ Innovation and customization
- ◆ Industry-leading safety standards

In addition, the commitment to food safety is evident through our concerted efforts, including certification to the British Retail Consortium (BRC) standard which meets the Global Food Safety Initiative (GFSI).