




*Only the top 3% of beef qualifies.*



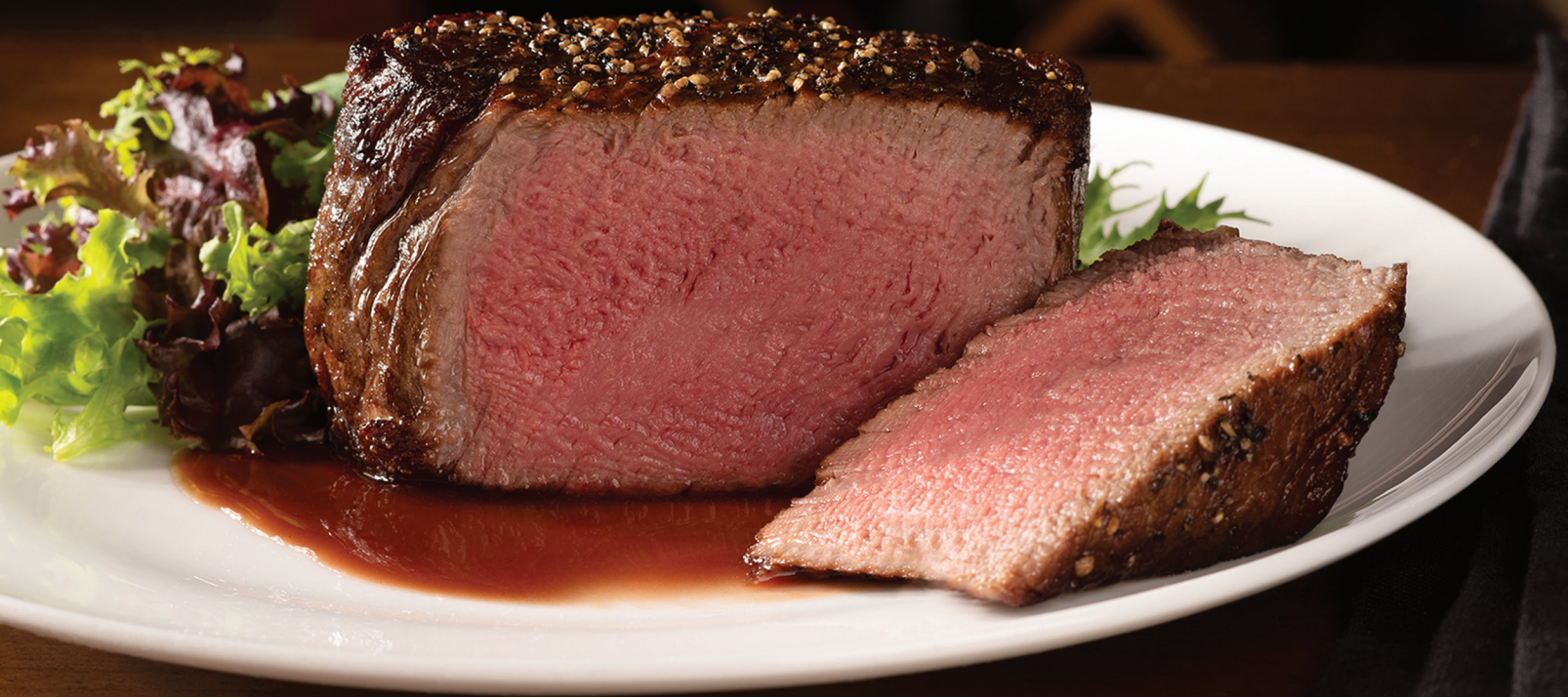
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*For those in a class of their own,  
Certified Angus Beef® brand Prime  
is in a class of its own.*

To the true beef aficionado, only the very best delivers an experience that satisfies their exclusive tastes. It starts with USDA Prime marbling standards – but the ultimate in premium beef goes further. Nine steps, to be exact, by meeting all of the *Certified Angus Beef®* brand's legendary quality specifications.

The result: *Certified Angus Beef®* brand Prime. More selective than USDA Prime, to be enjoyed without reservation or compromise.\*





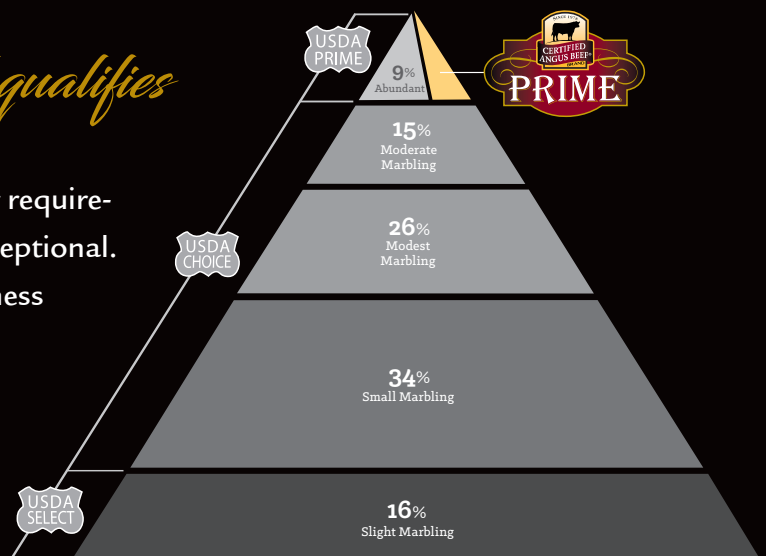
## More selective than USDA Prime\*

Maybe you've heard of "story beef." Here's why *Certified Angus Beef*® brand Prime is storied beef.

- Only high-quality Angus cattle – the butcher's breed – are eligible, ensuring superior muscling and more uniform, consistent plate presentations. (Commodity USDA Prime can include any breed, typically a large share of dairy cattle.)
- Sourced solely from "A" maturity beef harvested younger than 30 months of age, assuring the utmost tenderness. (USDA Prime allows for cattle over 30 months of age and/or B maturity.)
- Requires the same amount of marbling – Slightly Abundant or higher – as USDA Prime, but also requires it be finely textured, to deliver consistent flavor and juiciness in every bite. Several additional specifications address consistent sizing, quality appearance and tenderness.

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*Certified Angus Beef*® brand Prime's singular requirements elevate premium beef to the truly exceptional. Its incomparable flavor, quality and tenderness will satisfy the most distinguished steak connoisseurs.



Source: USDA and 2019 Consist Data



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