

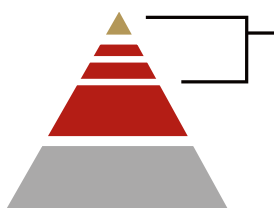
Chairman's Reserve® Certified Premium Beef



A Cut Above the Rest

Provide the best for your customers:

- ♦ A white tablecloth restaurant quality eating experience at home—every time.
- ♦ Cuts that set the standard for taste and trust.
- ♦ Exceptional flavor, tenderness and juiciness that only premium beef provides.
- ♦ *Chairman's Reserve* beef is the top tier of the USDA Choice grade (with the upper 2 of 3 marbling scores within that grade), and can include USDA Prime grade beef.



Chairman's Reserve
Certified Premium Beef

- Prime
- Choice
- Select

- ♦ Modest 00 (or higher) marbling with medium/fine marbling texture



Lack of marbling



Well-marbled

- ♦ Grade A maturity

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

Separate yourself from the competition:

- ♦ Trade your discerning customers up to premium* beef.
- ♦ Give your more budget-conscious customers a high-end choice for special occasions.
- ♦ Create satisfied, loyal customers who recognize quality and keep coming back.

**Research indicates more consumers associate the word "premium" with high-quality beef than associate the word "Angus" with high-quality beef.*

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



Chairman's Reserve® Certified Premium Beef



Premium beef from the company you trust

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
- Educational support and training
- Engaging point-of-sale materials
- Innovation and customization
- Industry-leading safety standards

Our commitment to food safety is clear with our concerted efforts, including certification to the British Retail Consortium (BRC) standard which meets the Global Food Safety Initiative (GFSI).

REWARD YOURSELF WITH QUALITY™

Contact your Tyson Fresh Meats sales representative for more information or visit Chairmans-Reserve-Premium-Beef.tysonfoods.com.

