

DO YOU KNOW YOUR

BEEF?



Understanding USDA
beef quality grade
standards

PRIME

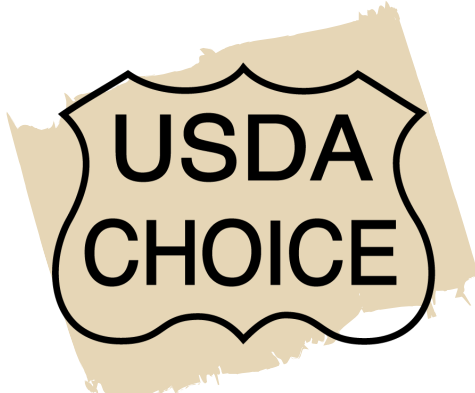
SLIGHTLY ABUNDANT
MARBLING PRESENT



Produced from young,
well-fed beef cattle.

CHOICE

SMALL AMOUNT OF
MARBLING PRESENT



High quality, but less
marbling than prime.

SELECT

SLIGHT AMOUNT OF
MARBLING PRESENT



Lean and tender, but
lacks juiciness and flavor
due to lesser marbling.

