

AN EVEN BETTER BRAND OF FLAVOR.

Chances are, you already know High River Angus® brand beef for its exceptional quality, consistency and flavor. Now you can take your meat department to the next level with High River Angus Exclusive.



Put superior beef on the plate. Leave no money on the table.

High River Angus Exclusive targets the growing number of consumers who are shopping for the finest cuts of beef. These discerning, sophisticated shoppers want to create an exceptional dining experience, whether it's for a single special occasion or everyday family meals.

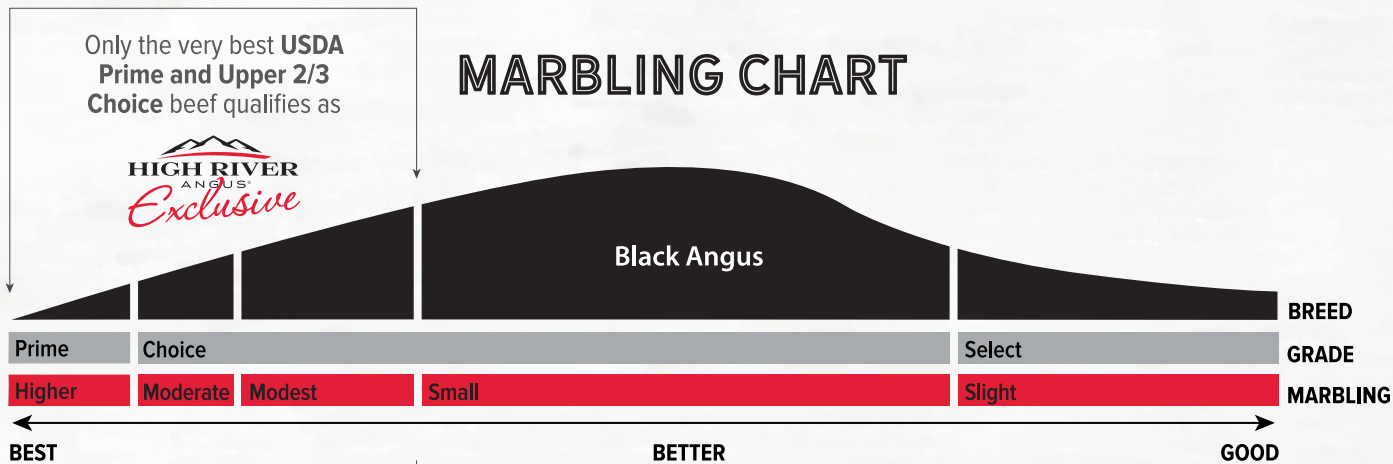
With High River Angus Exclusive, you keep those customers in your store, capturing the dollars you might be leaving on the table or in shoppers' pockets.

The High River Angus Exclusive brand makes your operation a destination, boosting consumer market share by adding a top-tier program to your strongest department.

Rave Reviews, Guaranteed.

We use a proven grading system and strict brand standards to take the guesswork out of beef quality, ensuring your customers will love it. First, our minimum grade level of Upper 2/3 Choice is linked to a pleasant eating experience at the highest rate – 9 out of 10 times. That's nearly 10 percent higher than the lower third of Choice*. Add to that our High River Angus Exclusive brand guarantee, and you can count on a 10 out of 10 – perfect steaks and roasts, every time.*

*Smith et al. (1992); Huffhines et al. (1993); George et al. (1997); NBQA (2011)



High River Angus® Exclusive features modest and higher marbling

A rare opportunity to offer exceptional beef at an affordable price.

High River Angus Exclusive features beef that is strictly from the upper two-thirds of Choice or higher. It's the best of the best, so it's an easy and logical high-value addition to the proven High River Angus brand.

From cattle raised on the finest grasslands of America's Great Plains and sourced at a single plant, High River Angus Exclusive offers incredible uniformity and consistency. Superbly marbled, it delivers an exceptional dining experience – meal after meal, cut after cut – at an incomparable value.



A brand we proudly share with you.

High River Angus Exclusive is more than great beef: It's a promise. One in which we share the responsibility of promoting, merchandising and selling with you. The program includes exclusive training and sales support collateral that will help transform your meat department employees into

meat experts. Armed with critical category knowledge, your team will be able to confidently help shoppers choose the right beef for their cooking needs, boosting your meat operation's reputation and driving sales out the front door.

Take your beef program to the next level – get in touch with one of our experts today. Email us at brandinfo@cbbc.com or call 863-551-4443.



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A strong commitment to animal welfare and sustainability.

Cattle chosen for the High River Angus Exclusive program are local. They're raised in the heart of America's beef region and Corn Belt, so they travel a short distance to our plant. That's not only good for the animals; it's also great for the beef. Less travel means less stress, reduced bruising and lower exertion for the animals. The results are greater yield, tenderness and meat color – critical qualities for customers and consumers alike.

Our focus on environmental stewardship and sustainability reflects and enhances our commitment to high-quality beef. As part of our focus, we:

- Closely monitor and maintain water and soil quality
- Utilize grazing regions that minimize environmental impact
- Optimize delivery of ecosystem services and minimize our environmental footprint
- Strictly adhere to all state and federal laws that protect the natural environment

