



## MENU ENGINEERING

Beyond effective food costs, successful operators understand the critical nature of menu engineering. The menu is, after all, the most valuable real estate an operator owns.

Consider product placements, the right mix of menu offerings that reflect the character of your theme and target audience, a balance of food costs and contribution dollars earned, and ultimately selling the SIZZLE at the table to make mouths water in anticipation of the meal experience ahead.

High River Angus™ delivers outstanding opportunity for you to make callouts that are relevant to your guests. Messaging around premium quality steaks, stir-fry's, burgers and roasts, sustainable beef production, animal welfare and a superior eating experience mean that you can stake your reputation on High River Angus steak.

“Chef recommends steak” or “We’re famous for our beef” are claims diners don’t take lightly. Let High River Angus provide the confidence that when you make these promises, you won’t disappoint. Exacting standards from pasture to plate. When it all comes together on the fork, something remarkable happens. Something that steak-lovers live for. That’s the High River Angus advantage.

## CONTACT US

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## WHERE “QUALITY” ISN’T A BUZZWORD – IT’S A LIFESTYLE.

Quality beef is a hallmark of a great menu.

Most American restaurant patrons consider beef to be the centerpiece of a memorable dining experience. And there is little doubt that the rich taste of excellent beef steaks and roasts is what they crave in their favorite restaurant. Earn your share of rave reviews and repeat business when you proudly serve High River Angus™ beef to your guests!

### WORTH EVERY OUNCE OF EFFORT

The well-deserved reputation and marketability of the Angus breed enhances the strong underpinnings of the High River Angus brand – where the highest quality and safety techniques ensure the end product meets not only our standards, but those of the chef and your guests. This means higher yield, improved food costs, and enhanced profitability for foodservice operators.

#### Marbling

- Meets USDA Choice & Select scoring standards

#### Maturity

- High physiological standards; only Youthful carcasses qualify

#### Meat Color

- Bright Red color, white fat contrast

#### Muscling

- Exceeds USDA requirements to ensure higher usable yield

### BEYOND THE BOX

As a partner of High River Angus, you can expect more than a quality product – you can expect a quality experience. We offer support to foodservice, including point of sale merchandising, promotional materials, financial analysis, cutting and food safety insights and training materials. Most importantly, know that we’re in this with you for the long-haul – delivering consultative services and expertise that will drive your beef menu performance to the highest levels.

We are committed to your success in bringing high quality products to your customers.



## HIGH QUALITY. HIGH STANDARDS. HIGH RIVER ANGUS™



Authentic, Exceptional, Legendary Angus

## OUR SUPPLIERS MAKE THE DIFFERENCE

At High River Angus™, we know the importance of making good choices. That's why we can say our suppliers make the difference. We team up with processors of beef who are dedicated to ensuring the humane treatment, handling and harvest of animals at all times. Our partnerships are at the heart of our commitment to well-sourced beef that meets the highest quality, safety and ethical standards.

### What you can expect from High River Angus:

- Consistent craftsmanship in every box
- Single plant sourcing that considers animal welfare in all areas of production – including operations, processing, quality assurance and procurement
- Dedicated employees who participate in extensive training to ensure humane handling of livestock
- PAACO (Professional Animal Auditor Certification Organization) certified employees supporting the facilities
- Multiple hurdle interventions and Food Safety & Quality Advisory Team inspections with an even more effective anti-microbial process using natural lactic acids
- Facility design, practices and audits that minimize animal excitement, injury or accidents
- Video monitoring of holding areas that are monitored by an auditing firm to provide valuable feedback to the team
- Team of veterinarians, nutritionists and cattle men and women to oversee well-being of cattle
- Practices that not only improve the treatment of all animals, but improve the product in your cooler. This means less bruising, no dark cutters, and improved performance across the carcass. It's not only the right thing to do for the animal, it's the right thing for business



## OUR PROMISE TO YOUR CUSTOMERS

We are committed to consistently delivering an enjoyable eating experience every time your customers share a table with us. We believe that our premium grain-fed Angus beef is a gift from nature and we continue to move forward as stewards of the environment by protecting the health of our cattle, our employees and, most importantly, your guests. With High River Angus, your peace of mind is above all else.

## QUALITY LIFE. QUALITY PRODUCT.

In the Great Plains, among the generations of cattle men and women is a simple truth – “quality” isn't a bullet point on a spec sheet – it's the way they live their lives. It's also the way they raise their herds.



## IT'S IN THE LIVESTOCK, NOT THE LAB.

Quality beef starts with great quality cattle and is impacted by weather, environment and handling. High River Angus™ ensures that the beef cattle produced for our brand are raised, fed and handled to the highest standards to ensure great and consistent beef.

### Genetics

The Great Plains is the heartland of the best beef cattle genetics in the U.S. and throughout North America. Angus excels in the Great Plains. This is where High River Angus comes from and it allows us to select from only the very best Angus heritage cattle for our brand.

### Animal Welfare

Located centrally in the midst of America's beef region and Corn Belt means that the animals are local. Less travel means less stress. It's not only good for the animals but it's great for the beef. Reduced stress means less bruising and exertion on the animal, which equates to improved yields, tenderness and bright red meat color. All of these attributes are important to our customer chefs and their patrons.

### Vibrant Herd

Healthy cattle raised carefully and caringly by ranchers who have done so for generations is the cornerstone of our philosophy.

## ACCOUNTABILITY MATTERS

As consumers become more aware of humane practices and environmental impact, it's critical that our products meet not only governmental standards, but the perceptions held by the purchaser. High River Angus aims to exceed all expectations so consumers can feel good about our approach and our products. This trust is the baseline for repeat business and great word of mouth about your restaurant and your menu.

### Safety

On-farm food safety systems include all phases of livestock production from breeding to shipping:

- Meet or exceed all USDA standards
- Quality products that will feed dining guests with peace of mind

### Sustainability & Environment

Our commitment to environmental stewardship and sustainability is on par with our commitment to quality beef:

- Focus on single plant sourcing to ensure continuity of craftsmanship and consistency
- Close monitoring and maintenance of water and soil quality
- Identifying grazing regions that minimize environmental impact
- Optimizing our delivery of ecosystem services and minimizing our environmental footprint
- The natural environment & climate supports the safety & wholesomeness of High River Angus beef
- Adhere to state and federal laws that protect the natural environment



## THE BENEFITS OF HIGH RIVER ANGUS

- ✓ Pristine beginnings and humane handling
- ✓ Consistent quality
- ✓ Juicy, tender and flavorful for powerful profit potential
- ✓ Exceeds stringent USDA grading standards
- ✓ Rich, red color and no dark cutters
- ✓ Higher usable yield
- ✓ Rave reviews, repeat business and customer loyalty
- ✓ The partnership of merchandising and marketing support

