

CANADIAN BEEF CHUCK MERCHANDISING GUIDE

Value cut options to
boost sales, increase
profitability and
customer satisfaction.

SCAN THE QR CODE
TO LEARN MORE
ABOUT GATEWAY
CONTENT TO SUPPORT
MERCHANDISING
OPTIONS FROM THIS
PRIMAL CUT.



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CHUCK ROLL

CHUCK ROLL – WHOLE
CANADIAN BEEF & VEAL HANDBOOK & NAMP PRODUCT CODE #116A



BONELESS BLADE
WHOLE



BONELESS BLADE (FLAP PORTION)
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE # 116G



BONELESS BLADE
QUICK ROAST



BONELESS BLADE OVEN ROAST
(SPINALIS PORTION)



BONELESS BLADE QUICK
ROAST (FLAP PORTION)



BONELESS BLADE
POT ROAST



BONELESS BLADE QUICK
ROAST (SPINALIS PORTION)



BONELESS BLADE
MARINATING STEAK (FLAP
PORTION DENVER STYLE)



BONELESS BLADE
SIMMERING STEAK



BONELESS BLADE FAST-FRY
STEAK (SPINALIS PORTION,
YAKINIKU STYLE)



BONELESS BLADE FAST FRY
STEAK (FLAP PORTION)



BONELESS BLADE POT ROAST
(DELMONICO STYLE)



LONG CUT CLOD

LONG CUT CLOD – WHOLE
CANADIAN BEEF & VEAL HANDBOOK & NAMP PRODUCT CODE #114



BONELESS CROSS RIB, PETITE
TENDER (TERES MAJOR)
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE #114F



BONELESS CROSS RIB –
TOP BLADE REMOVED
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE #114E



TOP BLADE – WHOLE (FLAT IRON)
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE #114D



BONELESS CROSS RIB,
PETITE TENDER GRILLING
STEAK (TERES MAJOR)



BONELESS CROSS RIB
CLOD PORTION



BONELESS CROSS RIB
SIMMERING STEAK
(RANCH CUT)



TOP BLADE GRILLING
STEAK (FLAT IRON)

THICKNESS

EXTRA THIN SLICE
2 - 3 MM

THICK SLICE
16 - 20 MM

THIN SLICE
4 - 7 MM

EXTRA THICK SLICE
21 - 30 MM

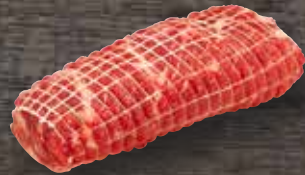
MEDIUM SLICE
8 - 15 MM



BONELESS CROSS RIB
QUICK ROAST



BONELESS CROSS RIB
FAST-FRY STEAK
MILANESE STYLE



TOP BLADE QUICK
ROAST (FLAT IRON)

COOKING METHODS

SMOKING

POT ROASTING

BROILING

OVEN ROAST

MARINATING

BBQ/GRILLING

SIMMERING

ROTISSERIE ROAST

PAN SEARING



BONELESS CROSS RIB
GRILLING MEDALLION



TOP BLADE FAST-FRY
STEAK (FLAT IRON)
YAKINIKU STYLE

DOES YOUR BEEF PROGRAM MAKE THE GRADE?

Canadians are looking for the good stuff.



Grade Expectations

When your customers bite into a juicy steak or roast, they want to enjoy high-quality beef produced in Canada. The Canadian beef grading system helps ensure the beef offered will meet expectations every time. Here's how to choose a beef program with the right combination of quality and value your customers are looking for.

Promotion and Marketing Support

To learn more about the Canadian beef grading system and for more information about the programs and services available from the Canada Beef team to promote and expand your Canadian beef category contact: Nick Chirichella, Director Channel Marketing nchirichella@canadabeef.ca



CANADA AA GRADE

A good value choice offering lower levels of marbling and typically fewer calories than Canada AAA and Prime Grades. Canada AA beef can be tender and flavourful and performs well with all popular cooking methods.



CANADA AAA GRADE

A great choice for high-quality beef. Canada AAA offers higher levels of marbling than Canada AA and is well suited for all popular cooking methods. Canada AAA will become a delicious family favourite when grilled, broiled, simmered or roasted to perfection.



CANADA AAA GRADE (TOP TIER)

Canadian beef brands that include only the most marbled (Top Tier) beef within the Canada AAA grade are an excellent choice for steakhouse-quality beef. These brands offer beef with the very best marbling, flavour and juiciness within the AAA grade.



CANADA PRIME GRADE

An extraordinary choice for exclusive steakhouses, hotels and serious home chefs. Canada Prime is selected for maximum marbling, flavour and juiciness and only available in limited supply.

Canada and the U.S. use the same marbling thresholds to define high-quality beef grades. The above illustrations are reduced reproductions of the Official USDA Marbling Photographs prepared for the U.S. Department of Agriculture by and available from the American Meat Science Association.



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