

# CANADIAN BEEF HIP 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.



[canadabeef.ca](http://canadabeef.ca) | [cdnbeefperforms.ca](http://cdnbeefperforms.ca)

# OUTSIDE ROUND

## GOOSENECK – WHOLE

CANADIAN BEEF & VEAL HANDBOOK & NAMP PRODUCT CODE #170



### EYE OF ROUND

CANADIAN BEEF & VEAL HANDBOOK  
& NAMP PRODUCT CODE #171C



### OUTSIDE ROUND (EYE REMOVED)

CANADIAN BEEF & VEAL HANDBOOK  
& NAMP PRODUCT CODE #171B



### BONELESS SHANK (HEEL PORTION)

CANADIAN BEEF & VEAL HANDBOOK  
& NAMP PRODUCT CODE #171F



### EYE OF ROUND FAST-FRY STEAK



### OUTSIDE ROUND OVEN ROAST (ISCHIATIC PORTION)



### OUTSIDE ROUND QUICK ROAST



### DIGITAL FLEXOR



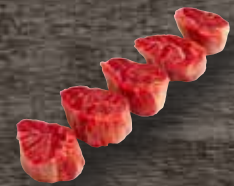
### EYE OF ROUND QUICK ROAST



### OUTSIDE ROUND MARINATING STEAK



### OUTSIDE ROUND MARINATING MEDALLION



### DIGITAL FLEXOR SIMMERING STEAK



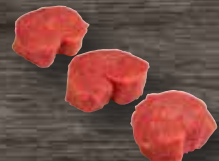
### EYE OF ROUND MARINATING STEAK



### OUTSIDE ROUND FAST-FRY STEAK (MILANESE STYLE)



### BONELESS SHANK SIMMERING STEAK (HEEL PORTION) (MERLOT STYLE)



### BONELESS SHANK SIMMERING STEAK (HEEL PORTION)



# SIRLOIN TIP

## SIRLOIN TIP – WHOLE

CANADIAN BEEF & VEAL HANDBOOK & NAMP PRODUCT CODE #167A



**SIRLOIN TIP  
(BOTTOM PORTION)**



**SIRLOIN TIP (CENTRE PORTION)**  
CANADIAN BEEF & VEAL HANDBOOK  
& NAMP PRODUCT CODE #167E



**SIRLOIN TIP (SIDE PORTION)**  
CANADIAN BEEF & VEAL HANDBOOK  
& NAMP PRODUCT CODE #167F



**SIRLOIN TIP QUICK ROAST  
(BOTTOM PORTION)**



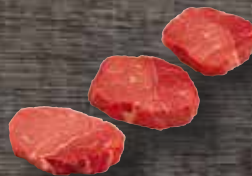
**SIRLOIN TIP  
QUICK ROAST  
(CENTRE PORTION)**



**SIRLOIN TIP  
MARINATING STEAK  
(SIDE PORTION)**



**SIRLOIN TIP  
OVEN ROAST**



**SIRLOIN TIP  
MARINATING STEAK  
(CENTRE PORTION)**



**SIRLOIN TIP FAST-FRY STEAK  
(SIDE PORTION)**



**SIRLOIN TIP MARINATING  
MEDALLION**



**SIRLOIN TIP FAST-FRY  
STEAK (CENTRE  
PORTION)**



**SIRLOIN TIP FAST-FRY  
STEAK (SIDE PORTION,  
YAKINIKU STYLE)**



# INSIDE ROUND

INSIDE ROUND – WHOLE / CAP ON

CANADIAN BEEF & VEAL HANDBOOK & NAMP PRODUCT CODE #168



INSIDE ROUND CAP ON  
(TRIMMED)



INSIDE ROUND  
(DENUDED)



INSIDE ROUND  
OVEN ROAST



INSIDE ROUND  
MARINATING CAP  
STEAK (SANTE FE CUT)



INSIDE ROUND  
QUICK ROAST



INSIDE ROUND  
MARINATING  
MEDALLION



INSIDE ROUND  
STIR-FRY STRIPS



INSIDE ROUND  
FAST-FRY STEAK



## THICKNESS

EXTRA THIN SLICE  
2 - 3 MM

THIN SLICE  
4 - 7 MM

MEDIUM SLICE  
8 - 15 MM

THICK SLICE  
16 - 20 MM

EXTRA THICK SLICE  
21 - 30 MM

## COOKING METHODS

BBO/GRILLING

BROILING

MARINATING

SIMMERING

PAN SEARING

POT ROASTING

OVEN ROAST

SMOKING

ROTISSERIE ROAST

# 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](mailto: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.



[canadabeef.ca](http://canadabeef.ca) | [cdnbeefperforms.ca](http://cdnbeefperforms.ca)

# TENDER FLAVOURFUL CANADIAN BEEF GRILL STEAK

Canadians are buying beef and cooking at home more than ever. They've got the interest. They've got the time. Lets give them value cut choices to help stretch the food dollar and make it easy to enjoy tender and flavourful value cut grill steak.



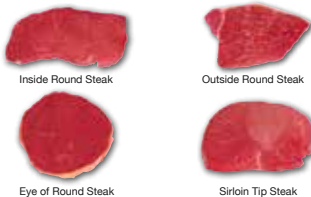
CANADIAN BEEF

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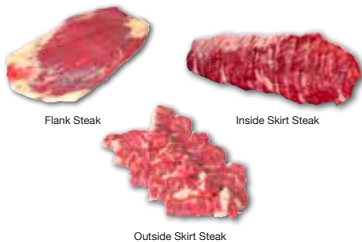


## VALUE CUT GRILL STEAK MERCHANDISING OPTIONS

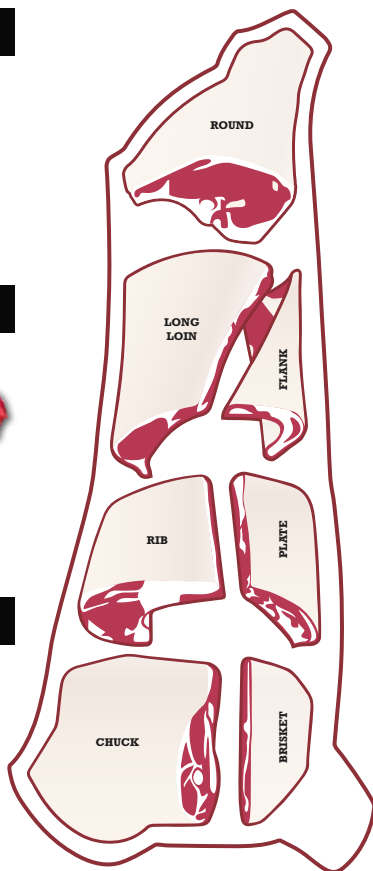
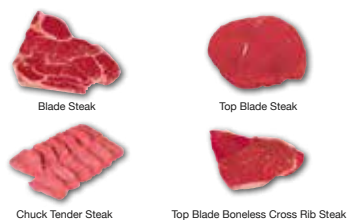
### ROUND



### FLANK AND PLATE



### CHUCK



## 20 MINUTE BEEF MARINADE

MAGIC CREATIONS 20 Minute Beef Marinade provides a single serving fast acting tenderizing solution that delivers tender results every time.

### MARKETING OPTIONS

#### 1 STAND ALONE

Offered as a stand alone item. Meat case clip strip merchandisers available from vendor or basket style from top of meat case. For best results offer the sachet at the point of purchase in the meat case.

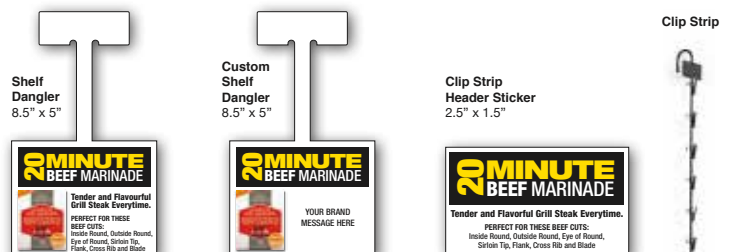
#### 2 BEEF STEAK w/FREE OFFER

Packaged with the beef steak and offered free as an incentive. The total package weight must be tared off or not included in the meat item weight. Labelling example: "Inside Round Beef Steak with FREE Marinade"

#### 3 BEEF STEAK ADDED-VALUE

Packaged with the beef steak and offer as a value added addition. Sachet weight can be added to the meat weight and charge combined. Tare out packaging only. Labelling example: "Inside Round Beef Steak with Marinade"

### MERCHANDISING SUPPORT



TO ORDER MAGIC CREATIONS 20-MINUTE BEEF MARINADE:  
Contact Food Supplies: 1-800-387-1098 or visit [foodsupplies.ca](http://foodsupplies.ca)

50 POUCHES PER CASE  
#15520803

Dangler and Header Sticker  
included with each order!