

CANADIAN BEEF THIN MEATS 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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CANADIAN BEEF THIN MEATS MERCHANDISING GUIDE

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

 OVEN ROAST

 SMOKING

 PAN SEARING

 MARINATING

 POT ROASTING

 BROILING

 SIMMERING

 ROTISSERIE ROAST

 BBQ/GRILLING

VALUE CUTS FOR THE GRILL



**BOTTOM SIRLOIN
TRI TIP**
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE # 185C



**TOP SIRLOIN CAP
(COULOTTE)**
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE #184D



**BACK RIB MARINATING
FINGER MEAT**
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE # 124A



**BOTTOM SIRLOIN
TRI TIP QUICK ROAST**



**TOP SIRLOIN CAP
GRILLING STEAK**



**BACK RIB MARINATING
FINGER MEAT - BUTTERFLIED**



**BOTTOM SIRLOIN TRI TIP
GRILLING STEAK**



**TOP SIRLOIN CAP GRILLING
STEAK - PICHANA SKEWER**



**BACK RIB MARINATING
FINGER MEAT CUBES**



MARINATING SPECIALTY CUTS



CHUCK TENDER
CANADIAN BEEF & VEAL
HANDBOOK & NAMP
PRODUCT CODE # 116B



INSIDE / OUTSIDE SKIRT
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE; INSIDE
SKIRT #121D, OUTSIDE SKIRT #121C



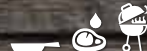
**BOTTOM SIRLOIN FLAP
(BAVETTE STYLE)**
CANADIAN BEEF & VEAL HANDBOOK
& NAMP PRODUCT CODE # 185A



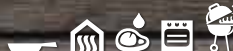
**CHUCK TENDER
QUICK ROAST**



**INSIDE / OUTSIDE SKIRT
MARINATING STEAK**



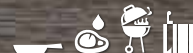
**BOTTOM SIRLOIN FLAP
PORTION (BAVETTE STYLE)**



**CHUCK TENDER
GRILLING MEDALLION**



**INSIDE / OUTSIDE SKIRT
STIR-FRY STRIPS**



**BOTTOM SIRLOIN
FLAP GRILLING STEAK
(BAVETTE 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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