



BLACK ANGUS BEEF

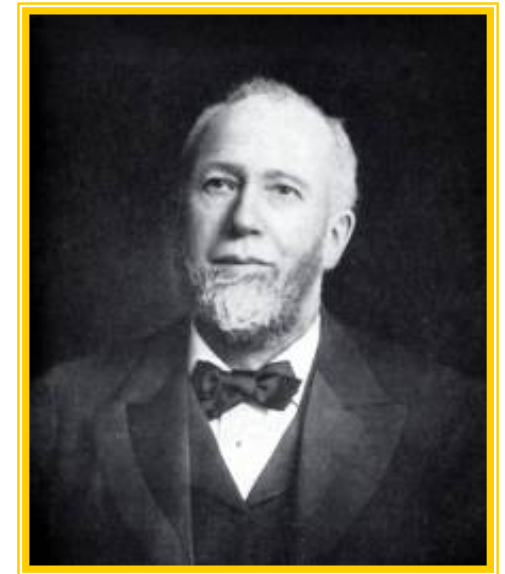
1855

*G.F. Swift*

# A Tradition Of Excellence

In 1855, with a \$20 loan from his father, Gustavus F. Swift started selling beef and began a legacy of excellence.

His passion for providing the highest quality beef and best possible customer service is an intangible that inspires us every day.



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# The Power of 1855® Black Angus Beef

- The Ultimate Eating Experience
  - Consumers recognize Angus as a superior eating experience
  - Consumers desire exceptionally tender, juicy and unforgettable beef flavor every time
- 1855 Black Angus Beef delivers a level of unmatched consistency
  - Black Angus beef is renowned for superior marbling, tenderness and taste
  - 1855 beef is well marbled, instantly letting consumers know they're getting a juicy, flavorful product



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# Great Beef Begins with Great Cattle

- We start with the very best stock, exclusively Black Angus.
  - Less than 10% of cattle meet our selection criteria
  - Grain-fed for a minimum of 100 days, producing flavorful beef that consumers recognize and prefer
  - Renowned for superior marbling, tenderness and taste
  - Sourced from carefully selected regions of the country, known for producing the richest Black Angus cattle available



We carefully choose family ranchers who have a passion for raising great Angus cattle and fully understand the steps required to achieve a great steak.

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# Full Process Advantage

## Genetics

- Black Angus - Breed scientifically proven to excel in tenderness and quality grade

## Pre Harvest

- Time on Feed - 100 day minimum
- Handling - JIT delivery of cattle to plants
- Cattle Age - "A" maturity

## Post Harvest

- Carcass Chilling - Prevents cold shortening during 48-hour carcass chill cycles
- Electrical Stimulation - High voltage carcass stimulation
- Program Sorting - USDA certified





# Incomparable Standards

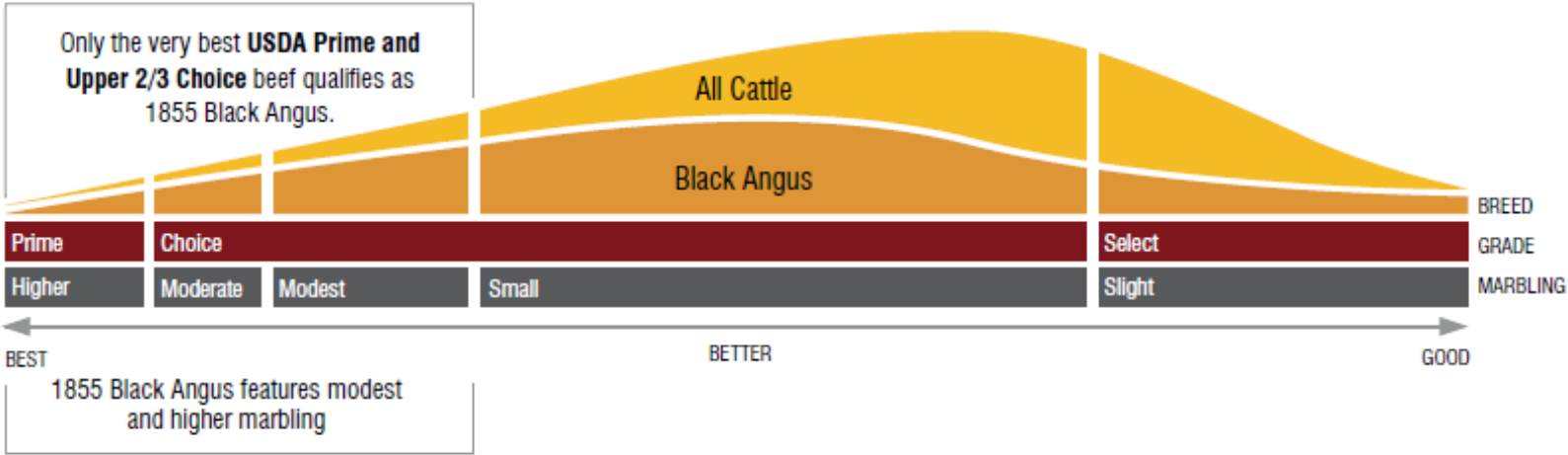
USDA Certified to meet 10 strict program criteria with exacting standards in product selection, quality and food safety

- USDA Certified Program for third party verified consistency
- Angus breed marbles naturally and produces rich beef flavor
- "A" Maturity cattle provide consistent and tender beef
- Hump and muscle specifications to prevent Brahman and Dairy influenced cattle
- Carcass weight and ribeye area specifications to ensure consistent trim characteristics and uniform portion sizes
- USDA Prime and Upper 2/3 Choice, hand-selected for highest quality

1855 Program Specifications	
G-Schedule	G-70
Breed	≥ 51% Black
Marbling Score	MT <sup>00</sup> or Higher
Marbling Texture	Fine to Medium
Maturity	"A" Maturity
Dark Cutter	None
Hump	2" or less
Muscling	Moderate & Higher
Ribeye Area	10-16 square inches
Hot Carcass Weight	<1,050 lbs



# The 1855<sup>®</sup> Black Angus Beef Standard



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# Consistent Source for Consistent Beef







# 1855<sup>®</sup> Brand Promise

- The 1855 brand is a seal of quality, promising to deliver the ultimate eating experience - exceptionally tender, juicy and flavorful beef - every time
- Our commitment to 1855 starts with a great product and we apply the same passion to supporting our customers
  - Product and sales support through a highly trained field staff
  - Full line of foodservice and retail POS to generate consumer awareness during the purchase decision
  - Comprehensive sales training program including field training, sales literature and an educational brand video



# 1855® Foodservice Point-of-Sale Materials



Apron



Napkins



Chef Hat



Steak Picks



Glass Cling



Chef Coat



Table Tent



Check Presenter



Wait Staff Training Card



# 1855® Retail Point-of-Sale Materials



Retail Labels



Dial-A-Price Fixture



Consumer Brochure & Brochure Holder



Hanging Sign



Rail Strip



Static Cling



Case Dividers



Case Header



# 1855® Product Photography





# 1855<sup>®</sup> Website

Our website, 1855Beef.com, details the attributes of the 1855 Black Angus program and serves as an easy-to-use resource and informational tool for retail and foodservice operators.



## Products

Trust Comes **STANDARD** with 1855 Black Angus

It's all about trust. You build it with your customers by offering the finest tasting, highest quality Black Angus beef on the market. And, the 1855 brand builds it with chefs and retailers through an unprecedented level of consistency.



# 1855<sup>®</sup> Product Packaging

- Distinct black box and branded bags further reinforce our commitment to the uncompromising quality standards of 1855





# 1855® – Truly Premium Angus Beef

- The Black Angus Beef program providing an eating experience that consumers will come back for again and again
- The brand that increases your sales, improves customer satisfaction and sets you apart from competitors
- The brand that promises unmatched consistency and quality to fuel your success