



# Level Up Your Beef Case and Grow Sales With Case-Ready Cuts

Modern shoppers seek premium Canadian beef in your stores. Adding case-ready cuts helps keep your shoppers' favourite products in stock around the clock: steaks, roasts, grinds, patties and marinated cuts. The *Certified Angus Beef*® brand's reputation is built on quality - and that legacy is what makes the brand so trusted by consumers.



**INTERCITY  
PACKERS**  
MEAT & SEAFOOD

AGED, CUT AND PACKAGED to  
exacting steakhouse standards by  
Intercity Packers Meat & Seafood

*Yes, we do!*

Mix & match between the following Certified Angus Beef® products to tailor the perfect offering for your beef case



## Certified Angus Beef® Rib Steak Boneless

**CODE:** 10810

**UPC:** 066172108104

**PORTION:** 340gr (12oz)

**PACK SIZE:** 16 x 1 x 340gr (5.44kg)

**SPEC:** End to end, Canadian AAA+

**STORAGE:** Fresh + ozone, 15 day shelf life



## Certified Angus Beef® Striploin New York Steak

**CODE:** 10799

**UPC:** 066172107992

**PORTION:** 285gr (10oz)

**PACK SIZE:** 16 x 1 x 285gr (4.56kg)

**SPEC:** End to end, Canadian AAA+

**STORAGE:** Fresh + ozone, 17 day shelf life



## Certified Angus Beef® Top Sirloin Steak

**CODE:** 10793

**UPC:** 066172107930

**PORTION:** 225gr (8oz)

**PACK SIZE:** 24 x 1 x 225gr (5.4kg)

**SPEC:** Cap + accessory sirloin muscle removed

**STORAGE:** Fresh + ozone, 17 day shelf life



## Certified Angus Beef® Sirloin Cap Steak

**CODE:** 10804

**UPC:** 066172108043

**PORTION:** 170gr (6oz)

**PACK SIZE:** 24 x 1 x 170gr (4.08kg)

**SPEC:** End to end, Canadian AAA+

**STORAGE:** Fresh + ozone, 17 day shelf life

If it's not *Certified*, it's not the best.™





## *Certified Angus Beef®* **Tenderloin Filet Steak**

**CODE:** 12127

**UPC:** 066172121271

**PORTION:** 170gr (6oz)

**PACK SIZE:** 24 x 1 x 170gr (4.08kg)

**SPEC:** End to end, Canadian AAA+

**STORAGE:** Fresh + ozone, 17 day shelf life



## *Certified Angus Beef®* **Beef Steak Skewers**

**CODE:** 10108

**UPC:** 066172101082

**PORTION:** 85gr (3oz)

**PACK SIZE:** 16 x 3 x 85gr (4.08kg)

**SPEC:** Bone guard, Canadian AAA+

**STORAGE:** Frozen



## *Certified Angus Beef®* **Beef Roast Petite Tender**

**CODE:** 10110

**UPC:** 066172101105

**PORTION:** 600gr-1kg

**PACK SIZE:** 8 x 1 x 600+gr (4.8+kg)

**SPEC:** Tied roast, Canadian AAA+

**STORAGE:** Frozen



## *Certified Angus Beef®* **Beef Roast Inside Round**

**CODE:** 10107

**UPC:** 066172101075

**PORTION:** 900gr-1.6kg

**PACK SIZE:** 6 x 1 x 900+gr (5.4+kg)

**SPEC:** Tied roast, Canadian AAA+

**STORAGE:** Fresh, 14 day shelf life

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## Certified Angus Beef® Flank Steak Maui Marinated

**CODE:** 10109

**UPC:** 066172101099

**PORTION:** 200-350gr

**GRADE:** Canada AAA+

**PACK SIZE:** 16 x 1 x 200+gr (3.2+kg)

**STORAGE:** Frozen

**INGREDIENTS:** Beef, Maui marinade  
[water, seasoning mix (soy, wheat)]

Nutrition Facts Valeur nutritive	
Per 3.5 oz (100 g) pour 3.5 oz (100 g)	
<b>Calories 140</b>	% Daily Value*
<b>Fat / Lipides 6 g</b>	8 %
Saturated / Saturés 2 g	10 %
+ Trans / Trans 0 g	
<b>Carbohydrate / Glucides 3 g</b>	
<b>Protein / Protéines 19 g</b>	
<b>Cholesterol / Cholestérol 60 mg</b>	
<b>Sodium 320 mg</b>	14 %
Potassium 300 mg	9 %
Calcium 30 mg	2 %
Iron / Fer 1.5 mg	8 %
*5 % or less is a little, 15 % or more is a lot / *5 % ou moins c'est peu, 15 % ou plus c'est beaucoup	



## Certified Angus Beef® Ground Chuck Beef Chub

**CODE:** 10860

**UPC:** 066172108609

**PORTION:** 500gr (1.1lb)

**GRADE:** Canada AAA+

**PACK SIZE:** 16 x 1 x 500gr (8kg)

**SPEC:** Medium grind

**STORAGE:** Fresh, 14 day shelf life

**INGREDIENTS:** Beef

Nutrition Facts Valeur nutritive	
Per 3.5 oz (100 g) pour 3.5 oz (100 g)	
<b>Calories 230</b>	% Daily Value*
<b>Fat / Lipides 23 g</b>	31 %
Saturated / Saturés 10 g	50 %
+ Trans / Trans 0 g	
<b>Carbohydrate / Glucides 0 g</b>	
<b>Protein / Protéines 18 g</b>	
<b>Cholesterol / Cholestérol 70 mg</b>	
<b>Sodium 60 mg</b>	3 %
Potassium 225 mg	7 %
Calcium 20 mg	2 %
Iron / Fer 1.75 mg	10 %
*5 % or less is a little, 15 % or more is a lot / *5 % ou moins c'est peu, 15 % ou plus c'est beaucoup	



## Certified Angus Beef® Ground Chuck Brick Pack

**CODE:** 17908

**UPC:** 066172180230

**PORTION:** 454gr (1lb)

**GRADE:** Canada AAA+

**PACK SIZE:** 10 x 1 x 454gr (4.54kg)

**SPEC:** Medium grind

**STORAGE:** Fresh, 14 day shelf life

**INGREDIENTS:** Beef

Nutrition Facts Valeur nutritive	
Per 3.5 oz (100 g) pour 3.5 oz (100 g)	
<b>Calories 230</b>	% Daily Value*
<b>Fat / Lipides 23 g</b>	31 %
Saturated / Saturés 10 g	50 %
+ Trans / Trans 0 g	
<b>Carbohydrate / Glucides 0 g</b>	
<b>Protein / Protéines 18 g</b>	
<b>Cholesterol / Cholestérol 70 mg</b>	
<b>Sodium 60 mg</b>	3 %
Potassium 225 mg	7 %
Calcium 20 mg	2 %
Iron / Fer 1.75 mg	10 %
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## Certified Angus Beef® Chuck Ground Patties

**CODE:** 17865

**UPC:** 066172178657

**PORTION:** 170gr (6oz)

**GRADE:** Canada AAA+

**PACK SIZE:** 12 x 4 x 170gr (8.16kg)

**SPEC:** Medium grind

**STORAGE:** Fresh, 14 day shelf life

**INGREDIENTS:** Beef

Nutrition Facts Valeur nutritive	
Per 3.5 oz (100 g) pour 3.5 oz (100 g)	
<b>Calories 230</b>	% Daily Value*
<b>Fat / Lipides 23 g</b>	31 %
Saturated / Saturés 10 g	50 %
+ Trans / Trans 0 g	
<b>Carbohydrate / Glucides 0 g</b>	
<b>Protein / Protéines 18 g</b>	
<b>Cholesterol / Cholestérol 70 mg</b>	
<b>Sodium 60 mg</b>	3 %
Potassium 225 mg	7 %
Calcium 20 mg	2 %
Iron / Fer 1.75 mg	10 %
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All Certified Angus Beef® products follow a 100% clean label ingredient program



To grow sales in your beef case, consider the following 5 benefits that only Intercity Packers Meat & Seafood can offer:

## 1. Sleek, consumer-favoured packaging

- Consumers prefer the *Certified Angus Beef*® displayed in a black packaging. When asked to specify their colour preference - black, white or yellow - **more than 7 in 10 (73%) chose black.**<sup>1</sup>



Consumers confirm that the black packaging helps accentuate the brand's generous marbling, and indicates a high quality product. Specifically:

**"able to see the meat best"**  
**"better contrast"**  
**"black makes the meat look fresher"**  
**"fresher"**  
**"stands out better"**

- On average, **rollstock film uses 40% less plastic than traditional tray packaging.** Rollstock packaging supports operator's initiatives to reduce plastic consumption.
- Vacuum sealed and chub packages are tamper-proof and freezer-ready,** making the products ideal for in-store merchandising and online order fulfillment. The potential shelf life extension via freezing could be taken advantage of in-store, or at the consumer's discretion at home.

## 2. Improved colour retention and extended shelf life

- Freshly cut *Certified Angus Beef*® steaks have an **extended shelf life up to an additional 5 days** above the standard by spraying with specialized ozone water prior to packaging.<sup>2</sup>
- The beef's colour is retained for a greater period of time with ozone water.**<sup>2</sup> Packaging seals in the freshness so once package is opened, beef colour will bloom to natural cherry red.
- Extended shelf life, combined with small case size, will **improve operator's control of inventory and lessen the risk of spoilage.**

## 3. Expertly aged beef for steakhouse flavour and tenderness



Minimum age guidelines can vary between retail and food service. At retail, beef can be sold at as low 5-7 days age. For this *Certified Angus Beef*® product line, the following standards have been set for a "steakhouse" experience:

- Aged 14 days** prior to processing
- Ageing process can be extended by an **additional 14+ days once cut and packaged.**





**DID YOU KNOW?** To wet age beef, the beef is refrigerated at 0.5-2°C for a period of time inside vacuum sealed packaging. Enzymes in the meat break down proteins within the muscle fibres. **As a result, tenderness is improved and flavour is enhanced.**

1. In-store intercepts; sample size 600 (includes data from the United States)
2. Testing done by Quality Control team at Intercity Packers Meat & Seafood
3. Midan Marketing

## 4. Portion controlled cuts

- **Yield is 100%** so operator does not have to utilize or account for off-cuts and trim. Operator does not need to account for additional labour costs to further package or label products.
- **No large investments** in specialty equipment, such as bandsaws and knives, or packaging and label equipment are needed.
- **Improve consistency** over multiple business locations and operations.
- Portion controlled cuts can supplement an existing team of skilled meat cutters. Opting for portion-controlled beef instead of butchering subprimals in-house, means **reduced shrink and less out of stocks**.

**When a preferred beef cut is out of stock at their local grocery store, consumers are likely to take the following actions:**

-  **4 IN 10** seek meat staff, if available, for original item
-  **4 IN 10** choose a different cut or protein - mostly lower cost items
-  **2 IN 10** forgo purchase - some return; some shop elsewhere
-  **1 IN 10** view the store negatively.<sup>3</sup>

## 5. Strict food safety standards

- Since 1972, Intercity Packers has been one of the most trusted names for product integrity and safety in today's constantly changing marketplace. Adherence to the strictest food safety standards and regulations result in products operator's can trust.
  - Federally regulated by Canadian Food Inspection Agency (**CFIA**)
  - Hazard Analysis Critical Control Points (**HACCP**) to ensure quality assurance
  - Global Food Safety Initiative's (**GFSI**) standard of Safe Quality Food (**SQF**) certification
  - E coli testing by accredited 3rd party lab
  - 24/7 Product recall process in place