

Tender, juicy and aged to *perfection.*



Tyson Fresh Meats, Inc., the world's largest meat processor, has long been recognized as the industry leader in providing the most desirable, consistently superior beef products money can buy. But even the best can find a way to be better. That's why Chairman's Reserve Certified Premium Beef is here. When selecting Chairman's Reserve, we start by identifying three primary characteristics – marbling, maturity and muscle texture – to ensure the highest level of tenderness, juiciness and flavor possible. We developed strict specifications around these characteristics, thereby creating a "Certification Process." This ensures that only beef carcasses with the certification characteristics are selected or "Reserved." Simply put, the quality of Chairman's Reserve, combined with Tyson's track record, is an opportunity for you to increase customer satisfaction to its highest level.

Program Features

- Products are closely trimmed to Tyson's industry-leading, user-friendly specifications.
- Regular and small package sizes are available.
- Consumer merchandising point-of-sale materials are available.
- Meat is certified for quality and consistency.
- Personal on-site support is provided by an experienced, nationwide field sales staff.

Program Benefits

- High salable yields will increase profit.
- Predictable true cost helps manage the bottom line.
- Quantities available to meet your increasing demand.
- Educational support/training for your management and staff is provided at Tyson Fresh Meats Customer Resource Center or at your location.
- We deliver quality that brings satisfaction to your consumers' plate and your bottom line.

Top Performance


Customer satisfaction is key to driving your business ... and nothing satisfies like Chairman's Reserve. University research has conclusively shown that beef, with the same marbling characteristics as exhibited by Chairman's Reserve, is more likely to result in consistently enjoyable eating experiences. The quality difference in Chairman's Reserve is real and distinguishable. The bottom line is this: pleasing consumers will increase sales and profits.



The Best Choice

Beef's flavor and juiciness are largely determined by small flecks of fat marbling distributed throughout the muscle. More marbling delivers more flavor, and Chairman's Reserve specifications require significant marbling (*see chart*).

Beef tenderness is dependent upon maturity and muscle texture. Young animals have softer, more tender muscles. Chairman's Reserve selects only the youngest USDA-recognized beef maturity group. In addition, specifications exclude cattle with characteristics indicating the likelihood of undesirable muscle texture or eating quality.

USDA Grades	Degrees of Marbling	A Maturity 9–30 months	B Maturity 31–42 months
Prime	Moderately Abundant		
	Slightly Abundant		
Choice	Moderate		
	Modest		
	Small		
Select	Slight		
Standard	Traces		
	Practically Devoid		

Quality Characteristics

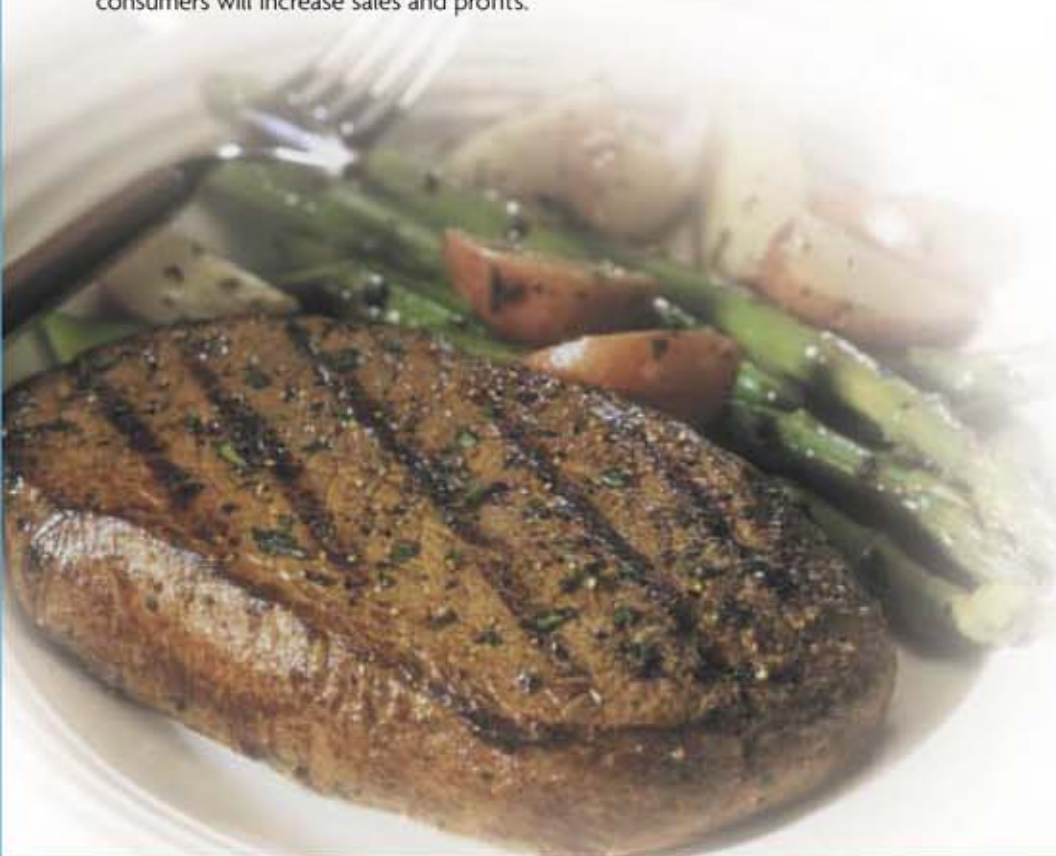
- Marbling scores are a Modest 00 (or higher). Fewer than 25% of USDA Choice carcasses meet this criteria.
- Meat has a medium or fine marbling texture.
- "A" maturity – This is the youngest USDA-recognized category for beef cattle, and younger cattle tend to produce beef superior in color, texture, firmness and tenderness.
- No neck humps exceeding two inches in height are allowed. This eliminates cattle with significant Brahman influence.
- Moderately thick (or better) muscling is required on the animal to deliver higher meat-to-bone proportions, thereby eliminating dairy-type cattle.

Highest Standards

Tyson Fresh Meats' food safety is driven by a dedicated team of food safety and quality assurance managers. In addition to compliance with all regulatory HACCP and SSOP requirements, Tyson Fresh Meats constantly strives to develop and maintain new and industry-leading food safety programs and initiatives.

Food safety is the most important element in everything we do.

- More than 700 dedicated Tyson team members work diligently to improve and maintain food safety and quality in operations.
- The industry-leading "Triple Quality Process" contamination prevention program uses the scientifically recognized "multiple hurdle" approach to reducing the microbial load on beef carcasses.
- The 48-hour carcass chill prior to fabrication with stringent temperature management reduces purge and enhances shelf life.



For further information or to place an order, please contact
Cheney Brothers, Inc. Riviera (800) 432-1341 or Ocala (800) 939-4018