

Where's the Beef?

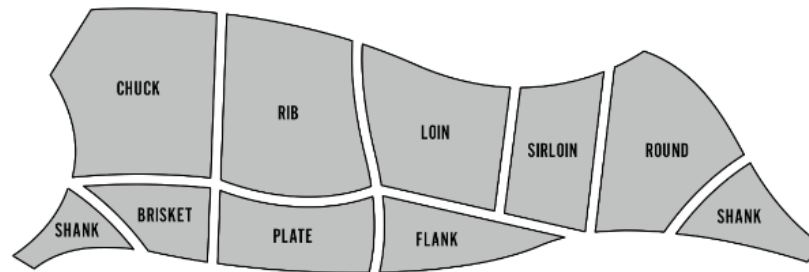
Ground Beef

Also known as:
Ground Chuck;
Ground Round;
Ground Sirloin;
Ground Steak



Versatility and rich flavor make it ideal for burgers, tacos or wraps. Perfect for breakfast, lunch and everything in-between.

WHERE THIS CUT COMES FROM:



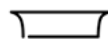
INGREDIENT CUTS | PRIMAL CUT

Versatility makes these cuts ideal ingredients for dishes such as burgers, tacos and meat sauce. Perfect for breakfast, dinner and everything in-between.

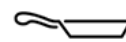
COOKING METHODS:



GRILL >



ROAST/BAKE >



PAN-BROIL/SKILLET >



BRAISE/POT ROAST >



BROIL >

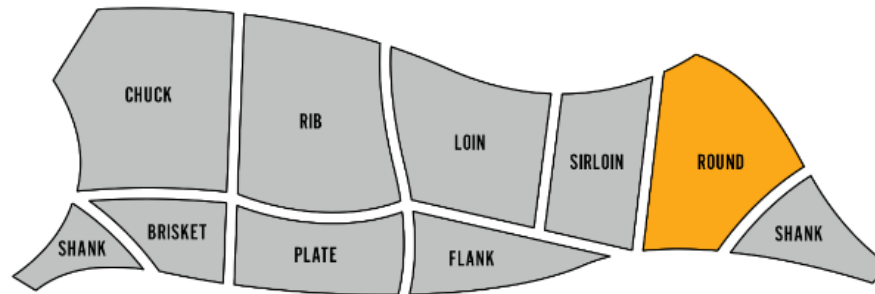


Bottom Round – London Broil

Also known as: Western
Griller

A good everyday cut, boneless and lean. Marinate and broil or grill and slice thin.

WHERE THIS CUT COMES FROM:



ROUND PRIMAL | PRIMAL CUT

Home to lean, inexpensive cuts that come from the rump and hind legs. The muscles in this area are used for movement, so the beef is leaner and less tender. Often sold as roasts, steaks for marinating or Ground Beef.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



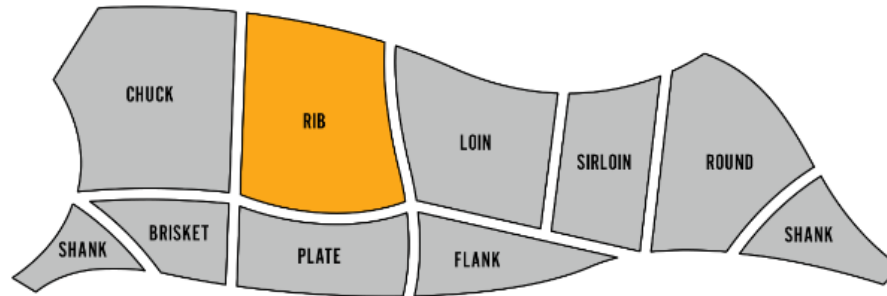
BROIL >



Back Ribs

Also known as: Beef Rib Back Ribs; Beef Riblets; Beef Ribs; Dinosaur Ribs; Finger Ribs; Rib Bones

WHERE THIS CUT COMES FROM:



RIB PRIMAL | PRIMAL CUT

Situated under the front section of the backbone and used primarily for support. Popular cuts from the Rib include the rich, flavorful Ribeye Steak and the Prime Rib Roast.

A great value and beef's signature ribs for the BBQ, this flavorful cut is great is great with a dry rub on the grill.

COOKING METHODS:



GRILL >



PRESSURE COOK >



BROIL >

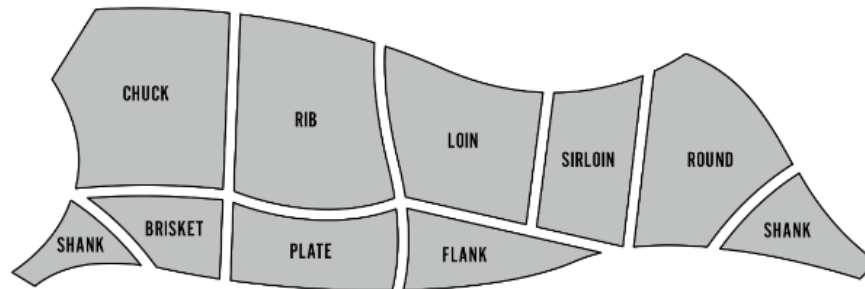


Stew Meat/Stir Fry

Also known as: Diced Beef;
Stew Beef

A full-flavor staple.
Great for slow-cooking, chili and stews.

WHERE THIS CUT COMES FROM:



INGREDIENT CUTS | PRIMAL CUT

Versatility makes these cuts ideal ingredients for dishes such as burgers, tacos and meat sauce. Perfect for breakfast, dinner and everything in-between.

COOKING METHODS:



BRAISE/POT ROAST >



PRESSURE COOK >

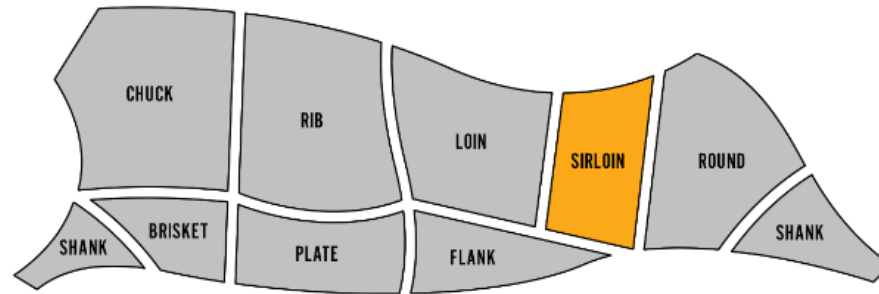


Top Sirloin Steak

Also known as: Boneless Sirloin Butt Steak; Boneless Top Sirloin Steak; Top Sirloin Butt Steak

A flavorful cut that's versatile and juicy. Great served as a steak or cut into kabobs.

WHERE THIS CUT COMES FROM:



SIRLOIN PRIMAL | PRIMAL CUT

The Sirloin is home to popular fabricated cuts but is first separated into the Top Sirloin Butt and Bottom Sirloin Butt. In the Top Sirloin you'll find steaks great for grilling, while the Bottom Sirloin provides cuts like Tri-Tip and Sirloin Bavette, which are good for roasting or grilling.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



STIR-FRY >



BROIL >



Skirt Steak

Also known as: Beef Plate;
Boneless Diaphragm; Fajita Meat;
Fajita Steak; Inside Skirt Steak;
Outside Skirt Steak; Philadelphia;
Skirt Steak

Marinate and grill hot for fajitas or use for stir-fry.

WHERE THIS CUT COMES FROM:

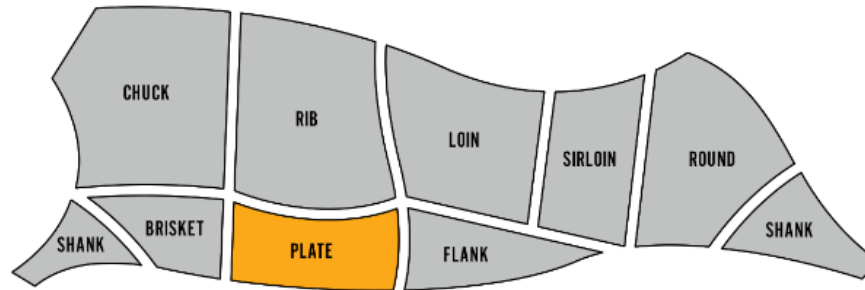


PLATE PRIMAL | PRIMAL CUT

The section right under the rib primal with a higher fat content. The Short Plate is a source of Short Ribs and Ground Beef. It's also the home of the Skirt Steak—a thin, flavorful cut that's best when marinated and seared over high heat.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



STIR-FRY >



BROIL >

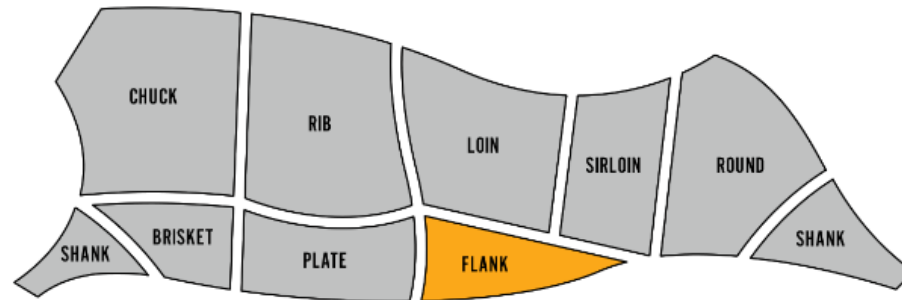


Flank Steak

Also known as: Beef Flank;
Flank Steak Filet; Jiffy Steak;
London Broil; Plank Steak

Lean and boneless with lots of intense beef flavor. Best when marinated or grilled or sliced thin and stir fried.

WHERE THIS CUT COMES FROM:



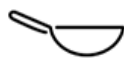
FLANK PRIMAL | PRIMAL CUT

Located below the Loin and home to the Flank Steak. Cuts from this area are lean, very flavorful, and best when braised, or marinated and grilled.

COOKING METHODS:



GRILL >



STIR-FRY >



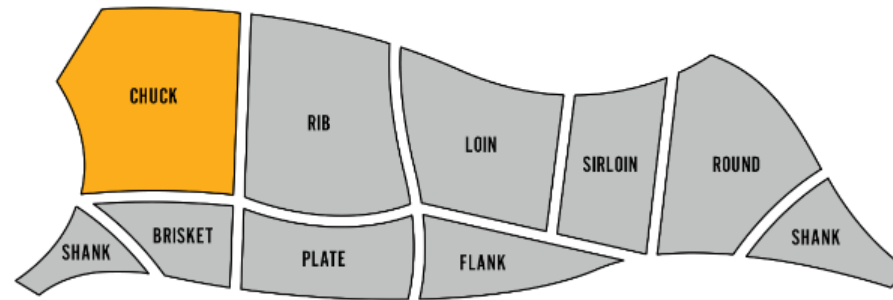
BROIL >

Denver Steak



Also known as: Chuck Under Blade
Center Steak; Chuck Under Blade
Steak; Denver Cut; Under Blade,
Center Cut Steak

WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

Cut from the center of the Under Blade, these steaks are extremely tender with a good amount of marbling and beef flavor. Best when cooked over high heat on the grill.

COOKING METHODS:



GRILL >



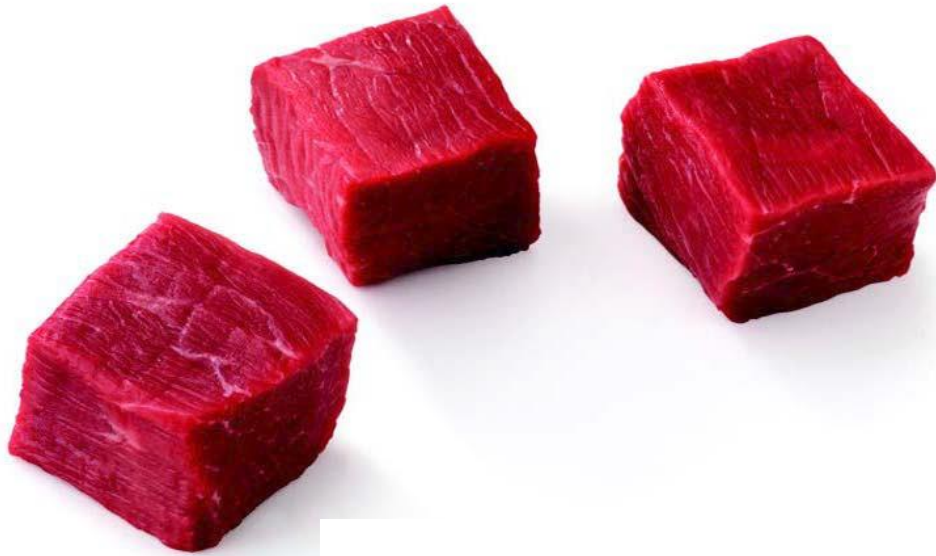
PAN-BROIL/SKILLET >



STIR-FRY >



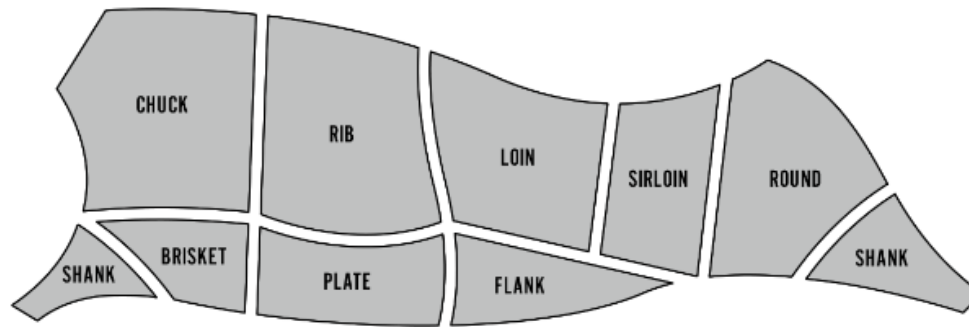
BROIL >



Kabobs

Also known as: Beef Cubes for Kabobs; Diced Beef; Shish Kebob

WHERE THIS CUT COMES FROM:



INGREDIENT CUTS | PRIMAL CUT

Versatility makes these cuts ideal ingredients for dishes such as burgers, tacos and meat sauce. Perfect for breakfast, dinner and everything in-between.

This popular grilling cut is extremely versatile and flavorful. Skewer alongside vegetables for grilling or use in a stew.

COOKING METHODS:



GRILL >



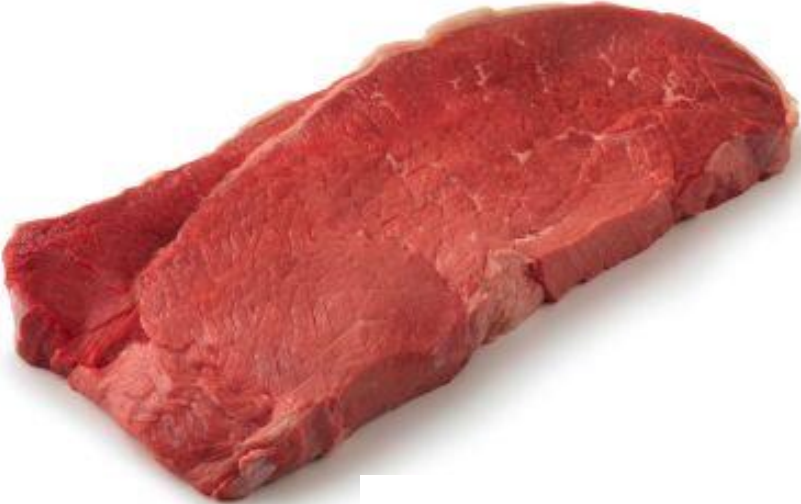
BRAISE/POT ROAST >



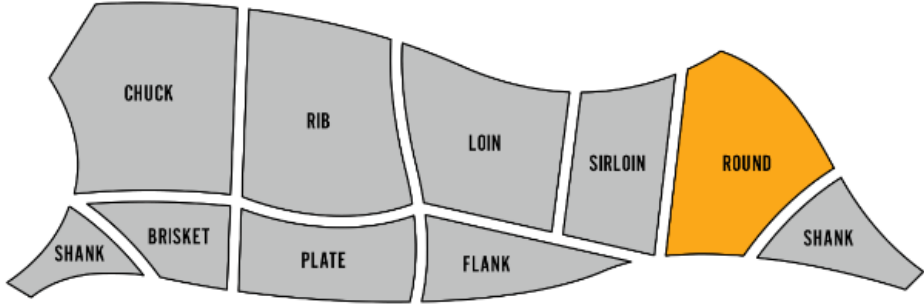
BROIL >

Round Steak

Also known as: Beef Round;
London Broil; Short Cut; Top
Round Steak; Top Round London
Broil



WHERE THIS CUT COMES FROM:



ROUND PRIMAL | PRIMAL CUT

Home to lean, inexpensive cuts that come from the rump and hind legs. The muscles in this area are used for movement, so the beef is leaner and less tender. Often sold as roasts, steaks for marinating or Ground Beef.

Thick and versatile
weekday cut.
Typically broiled or
slow-cooked to
bring out its best

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



STIR-FRY >



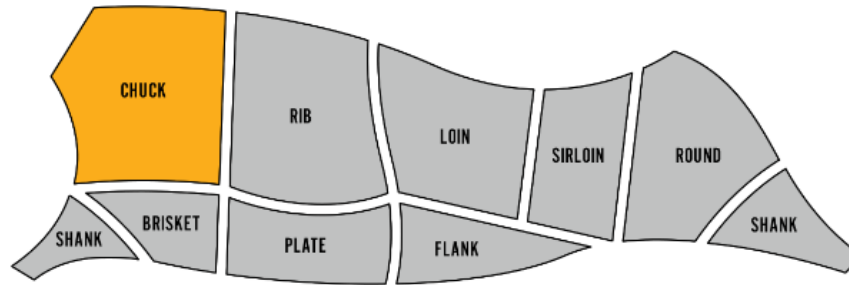
BROIL >



Flat Iron Steak

Also known as: Boneless Top Chuck Steak; Book Steak; Butler Steak; Flatiron; Lifter Steak; Petite Steak; Shoulder Top Blade Steak; Top Blade Steak

WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

Extremely tender, well-marbled and flavorful and great for grilling. Cut from the Top Blade.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



STIR-FRY >



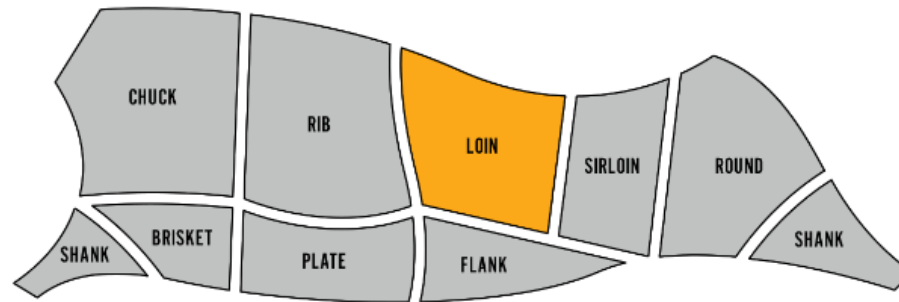
BROIL >



New York Strip

Also known as: Ambassador Steak; Beef Loin; Club Steak; Country Club Steak; Delmonico Steak; Hotel Cut Steak; Kansas City Steak; Kansas City Strip Steak; NY Strip Steak; Shell Steak; Top Loin Steak

WHERE THIS CUT COMES FROM:



LOIN PRIMAL | PRIMAL CUT

The area below the backbone is home to some of the most tender and popular cuts of beef, such as the Tenderloin, Strip Steak, T-Bone and Porterhouse Steaks. Loin cuts are great prepared on the grill or under a broiler.

Tender, lean and perfect for grilling.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



BROIL >

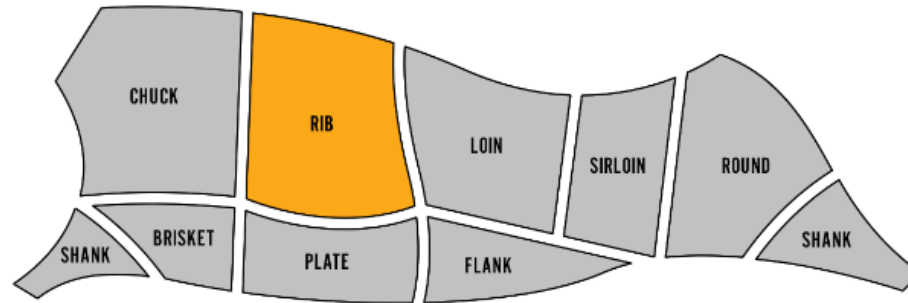
Ribeye

Also known as: Ribeye Roll Steak;
Ribeye Steak, Bone-In; Ribeye
Steak, Lip-On, Boneless



This steak is rich, juicy and full-flavored with generous marbling throughout. Sold bone-in. They offer great plate coverage and impressive presentations.

WHERE THIS CUT COMES FROM:



RIB PRIMAL | PRIMAL CUT

Situated under the front section of the backbone and used primarily for support. Popular cuts from the Rib include the rich, flavorful Ribeye Steak and the Prime Rib Roast.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >

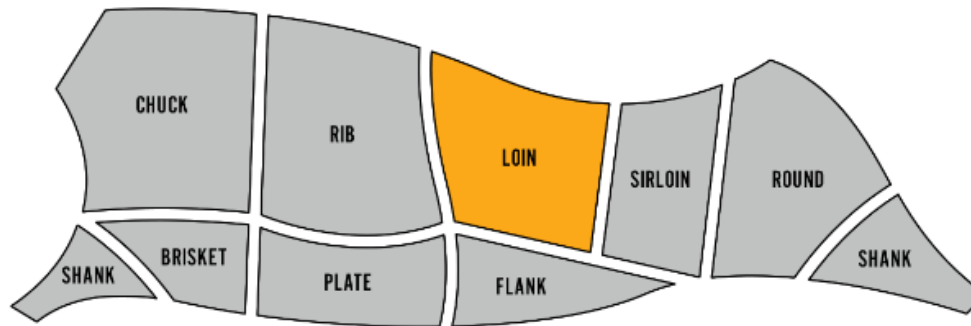


Tenderloin Steak

Also known as: Beef Loin, Beef Tender Steak; Butt Tenderloin; Chateaubriand; Filet De Boeuf; Filet Mignon; Fillet Steak; Medallions; Short Tenderloin; Tenderloin Medallion

This is the most tender steak, lean yet succulent, with a fine buttery texture. Sold boneless.

WHERE THIS CUT COMES FROM:



LOIN PRIMAL | PRIMAL CUT

The area below the backbone is home to some of the most tender and popular cuts of beef, such as the Tenderloin, Strip Steak, T-Bone and Porterhouse Steaks. Loin cuts are great prepared on the grill or under a broiler.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



SKILLET TO OVEN >



BROIL >

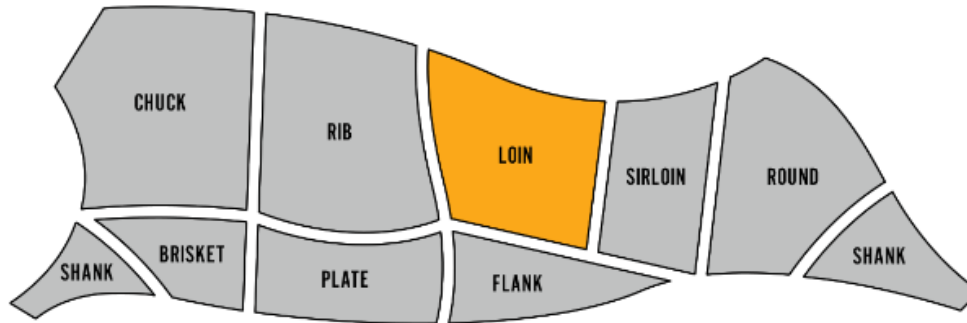


Porterhouse Steak

Also known as: King Steak; Porter House, Porterhouse

Big flavor and often big enough for two. Simply season this sublime combination of Strip and Tenderloin for the grill or oven.

WHERE THIS CUT COMES FROM:



LOIN PRIMAL | PRIMAL CUT

The area below the backbone is home to some of the most tender and popular cuts of beef, such as the Tenderloin, Strip Steak, T-Bone and Porterhouse Steaks. Loin cuts are great prepared on the grill or under a broiler.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



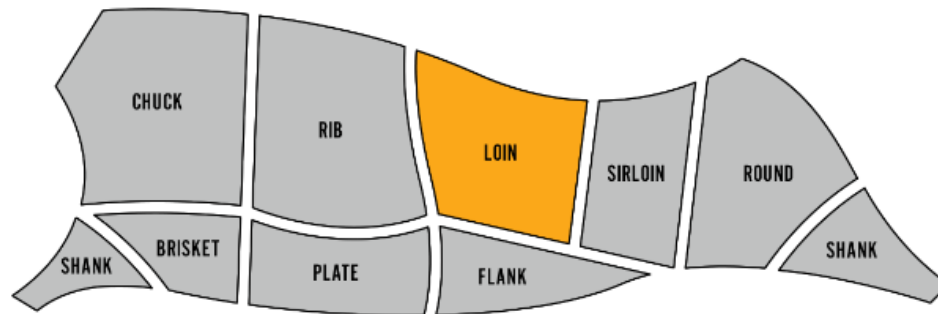
BROIL >



T-Bone Steak

Also known as: Loin, T-Bone Steak; T-Bone

WHERE THIS CUT COMES FROM:



LOIN PRIMAL | PRIMAL CUT

The area below the backbone is home to some of the most tender and popular cuts of beef, such as the Tenderloin, Strip Steak, T-Bone and Porterhouse Steaks. Loin cuts are great prepared on the grill or under a broiler.

Smaller than the Porterhouse, but delivers the same optimal tenderness and satisfying flavor – all in a lean package that's ready to be grilled or broiled.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



BROIL >

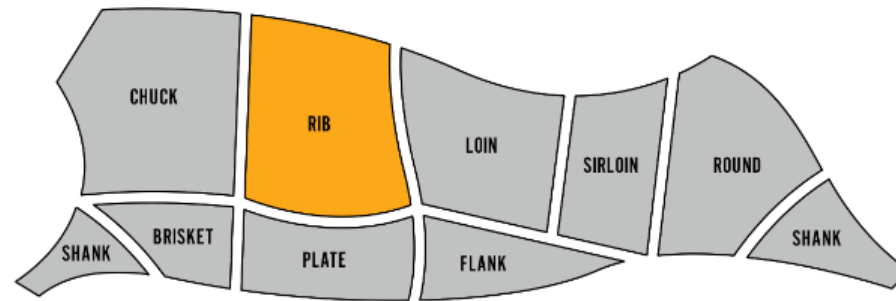


Prime Rib

Also known as: Ribeye Roast; Newport Roast; Rib Roast; Small End; Standing Rib Roast

Savory and fine-textured with generous marbling. A classic holiday roast.

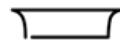
WHERE THIS CUT COMES FROM:



RIB PRIMAL | PRIMAL CUT

Situated under the front section of the backbone and used primarily for support. Popular cuts from the Rib include the rich, flavorful Ribeye Steak and the Prime Rib Roast.

COOKING METHODS:



ROAST/BAKE >

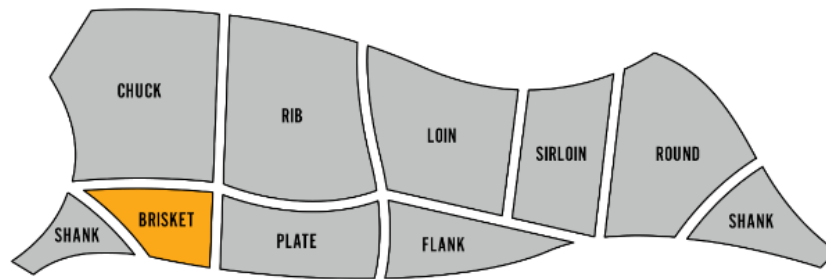


Brisket Flat

Also known as: Beef Brisket
Middle Cut; Boneless Brisket;
Brisket Front Cut; Brisket Middle
Cut; Brisket Nose Cut

The leaner half of the whole Brisket is also known as the “first cut”, this full-flavored meat can be sliced or shredded.

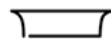
WHERE THIS CUT COMES FROM:



BRISKET PRIMAL | PRIMAL CUT

This is the animal's breast, so it can be tougher because it is used for movement. An ideal cut for cooking low and slow on the barbecue or in a slow-cooker.

COOKING METHODS:



ROAST/BAKE >



BRAISE/POT ROAST >



PRESSURE COOK >

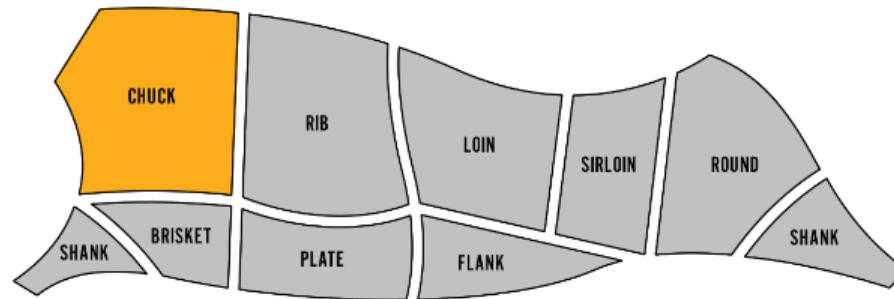


Short Ribs - Chuck

Also known as: Beef Ribs; Braising Ribs; Short Ribs

A crowd favorite, known for their richness and meatiness. Flavorful, moist and tender when slow-cooked.

WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

COOKING METHODS:



BRAISE/POT ROAST >

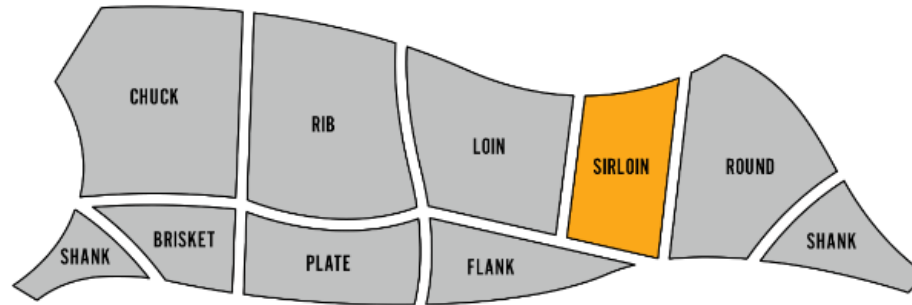


Filet Mignon

Also known as: Baseball Cut; Top Sirloin Butt Steak; Top Sirloin Filet; Top Sirloin Steak

Tender, thick and perfectly portioned from larger Top Sirloin Steaks. Season simply with salt and pepper or your favorite rub before grilling.

WHERE THIS CUT COMES FROM:



SIRLOIN PRIMAL | PRIMAL CUT

The Sirloin is home to popular fabricated cuts but is first separated into the Top Sirloin Butt and Bottom Sirloin Butt. In the Top Sirloin you'll find steaks great for grilling, while the Bottom Sirloin provides cuts like Tri-Tip and Sirloin Bavette, which are good for roasting or grilling.

COOKING METHODS:



GRILL >



PAN-BROIL/SKILLET >



SKILLET TO OVEN >



BROIL >

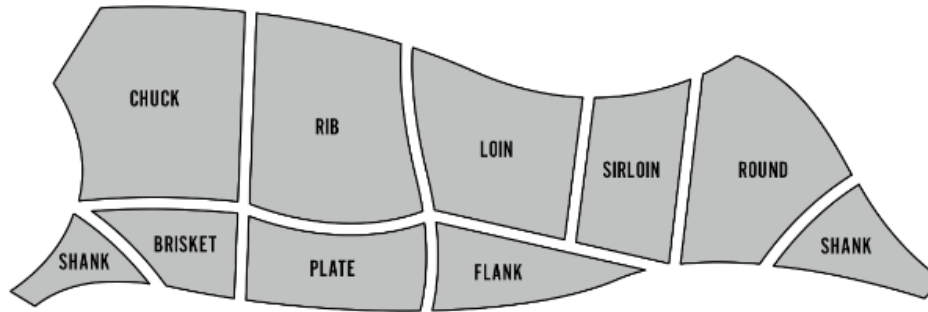


Cubed Steak

Also known as: Cube Steak

Pre-tenderized, this thin cut is a great value for everyday meals. Skillet cook for best results.

WHERE THIS CUT COMES FROM:



INGREDIENT CUTS | PRIMAL CUT

Versatility makes these cuts ideal ingredients for dishes such as burgers, tacos and meat sauce. Perfect for breakfast, dinner and everything in-between.

COOKING METHODS:



PAN-BROIL/SKILLET >

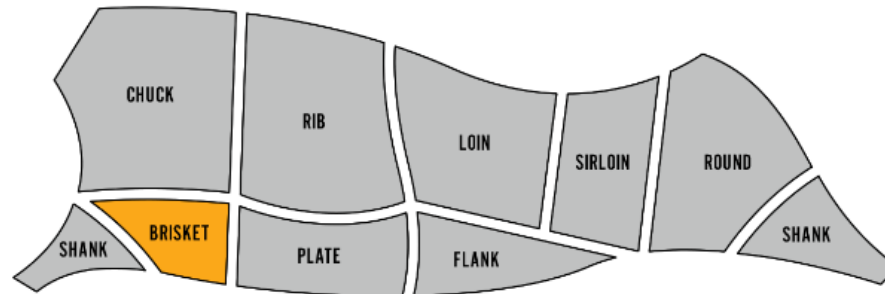


Brisket Point

Also known as: Brisket Point Half

The less lean half of the whole Brisket that's juicy with full flavor.

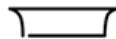
WHERE THIS CUT COMES FROM:



BRISKET PRIMAL | PRIMAL CUT

This is the animal's breast, so it can be tougher because it is used for movement. An ideal cut for cooking low and slow on the barbecue or in a slow-cooker.

COOKING METHODS:



ROAST/BAKE >



BRAISE/POT ROAST >

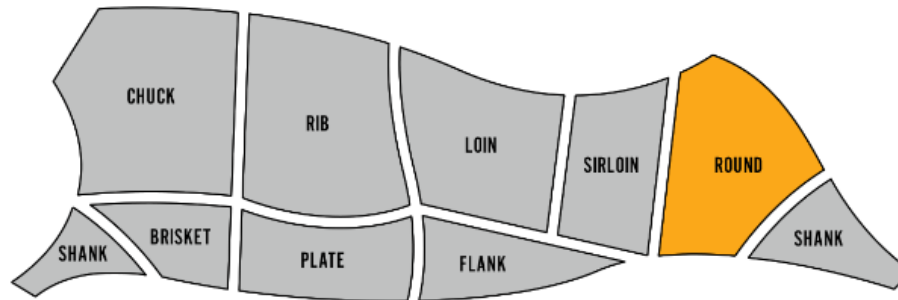
Rump Roast

Also known as: Outside Round,
Rump



Boneless and lean. Pointed, Sirloin end of the Outside Round.

WHERE THIS CUT COMES FROM:



ROUND PRIMAL | PRIMAL CUT

Home to lean, inexpensive cuts that come from the rump and hind legs. The muscles in this area are used for movement, so the beef is leaner and less tender. Often sold as roasts, steaks for marinating or Ground Beef.

COOKING METHODS:



BRAISE/POT ROAST >

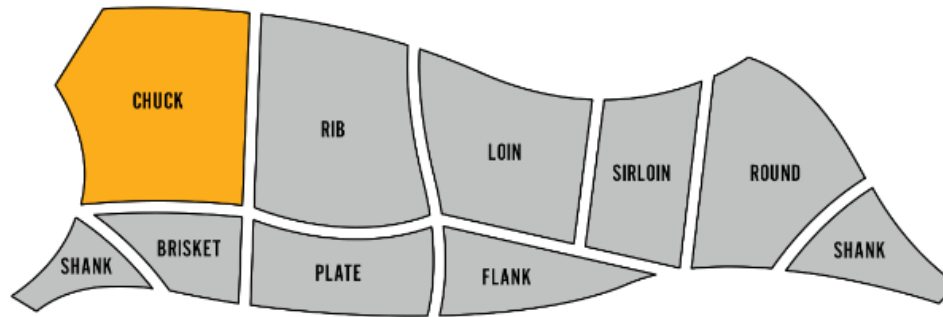


Shoulder Roast

Also known as: Shoulder Clod Roast

An inexpensive chuck cut with good flavor and good for roasting.

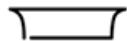
WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

COOKING METHODS:



ROAST/BAKE >

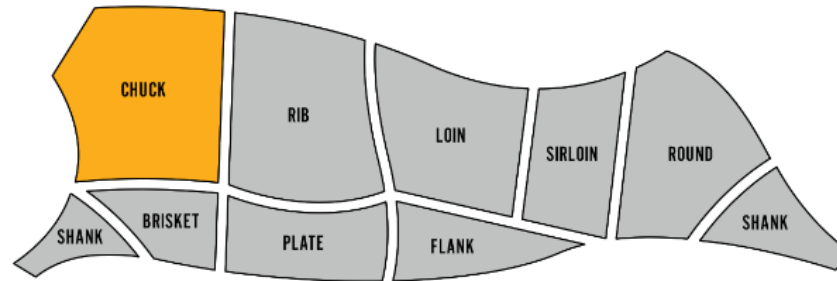


Chuck Roast

Also known as: Beef Pot Roast; Blade Chuck Roast; Blade Chuck Pot Roast; Chuck 7-bone Pot Roast; Chuck Pot Roast; Chuck Roast Blade Cut; Shoulder Pot Roast

A relatively inexpensive cut with loads of beef flavor. Moist and tender when slow-cooked.

WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

COOKING METHODS:



BRAISE/POT ROAST >

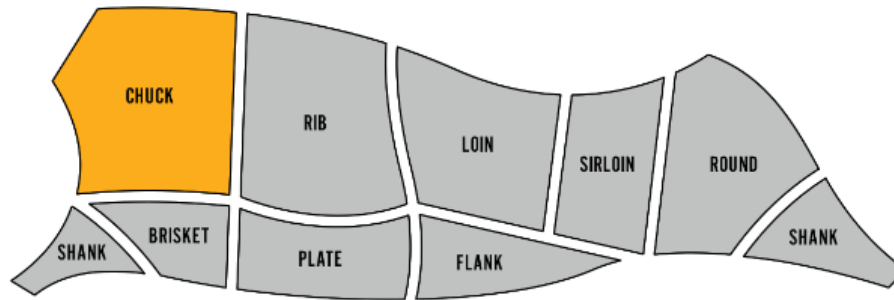
Short Ribs - Flank

Also known as: Country-Style Ribs;
Boneless Country Style Ribs; Chuck Ribs



Meaty, boneless ribs that work best in a slow-cooker or slow-cooked and finished on the grill.

WHERE THIS CUT COMES FROM:



CHUCK PRIMAL | PRIMAL CUT

This large primal comes from the shoulder area and yields cuts known for their rich, beefy flavor. Features roasts ideal for slow-cooking as well as more tender, grill-ready cuts such as the Flat Iron Steak.

COOKING METHODS:



BRAISE/POT ROAST >



PRESSURE COOK >