

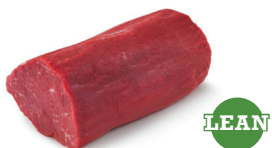
# BEEF

IT'S WHAT'S FOR DINNER.®

## Perfect Beef Cuts For Entertaining

HELP CONSUMERS CHOOSE THE BEST ROAST FOR THEIR HOLIDAY NEEDS.

### Tenderloin Roast



LEAN

#### Also Known As:

Full Tenderloin Roast,  
Filet Mignon Roast

#### Taste & Texture:

The most tender beef roast that is well known for being lean and succulent. Easy to carve with its fine texture.

#### Nutritionals:

150 CALORIES | 23g PROTEIN

Price: \$\$\$

### Ribeye Roast



#### Also Known As:

Prime Rib,  
Standing Rib Roast

#### Taste & Texture:

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

#### Nutritionals:

202 CALORIES | 23g PROTEIN

Price: \$\$\$

### Strip Roast



LEAN

#### Also Known As:

Top Loin Roast

#### Taste & Texture:

This centerpiece roast is tender, juicy and full of flavor.

#### Nutritionals:

168 CALORIES | 25g PROTEIN

Price: \$\$

### Tri Tip Roast



LEAN

#### Also Known As:

Bottom Sirloin Roast,  
Triangle Roast

#### Taste & Texture:

This boneless, lean cut is great value. Best when roasted and carved into thin slices.

#### Nutritionals:

150 CALORIES | 22g PROTEIN

Price: \$\$

### Top Round Roast



LEAN

#### Taste & Texture:

A lean roast that should be slow-cooked to improve its tenderness and then sliced thinly across the grain.

#### Nutritionals:

140 CALORIES | 25g PROTEIN

Price: \$

### Eye of Round Roast



LEAN

#### Also Known As:

Round Eye Pot Roast

#### Taste & Texture:

A lean, flavorful cut often used for roast beef at the deli. Can be roasted or slow-cooked at home for an everyday meal.

#### Nutritionals:

140 CALORIES | 25g PROTEIN

Price: \$

### Bottom Round Roast



LEAN

#### Also Known As:

Rump Roast

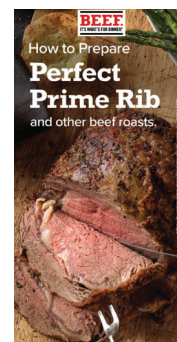
#### Taste & Texture:

Great value and very lean. Best for roasting or slow-cooking and slicing thin.

#### Nutritionals:

150 CALORIES | 23g PROTEIN

Price: \$



Learn how to prepare a perfect Prime Rib and other beef roasts for the holidays or any day using the Perfect Prime Rib Brochure.

In general, a boneless beef roast should yield three to four cooked, 3-ounce servings per pound of uncooked meat. For holidays and special occasions, it's a good idea to call your meat retailer in advance and order the type and size roast you need. Think about second helpings when deciding what size roast to purchase. Plan about 3-ounces of cooked beef per serving. Generally, a Boneless Ribeye Roast will yield three 3-ounce cooked, trimmed servings per pound; a Bone-In Rib Roast will yield 2 ½ servings.



Funded by Beef Farmers and Ranchers