

BEEF



VEAL FOODSERVICE

Marketing Update

July 31, 2010

Denver





New Website

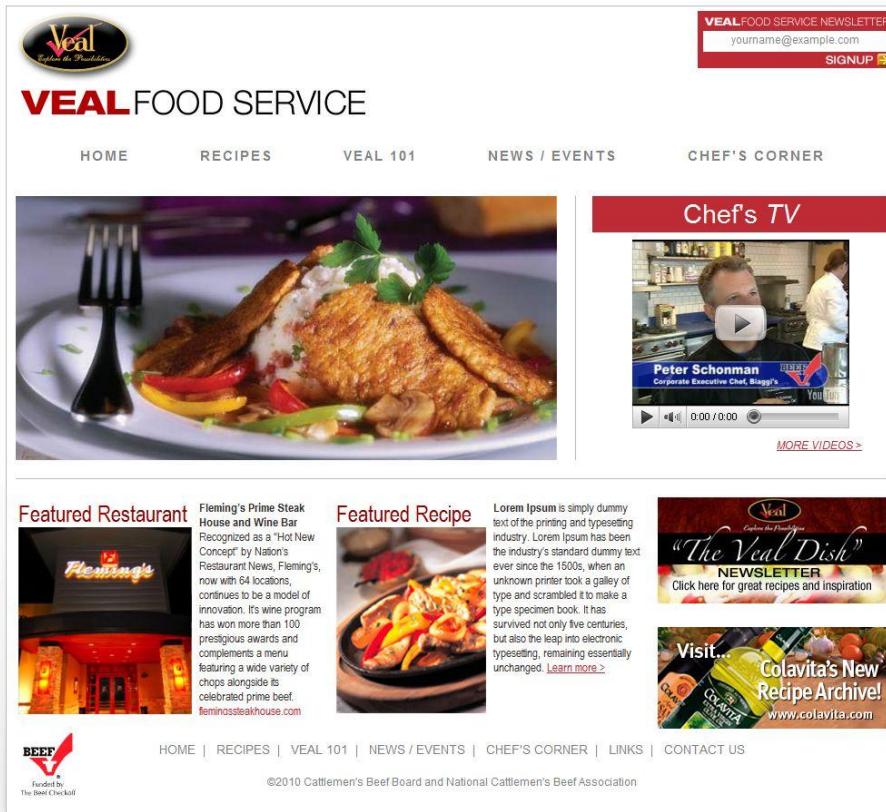
- Objective: To create a food service website targeted toward industry professionals that will promote veal as a great menu choice for both casual and fine dining.
- Strategy: Focus on “what matters most” to the menu decision makers and provide an easy to navigate website full of valuable information from recipes to nutrition, cutting information and ways to make veal profitable in today’s economy.
- Key Elements:
 - Data base driven recipe finder by cut, dish, cuisine
 - Over 115 recipes with more to come
 - Veal 101 for complete information from A to Veal to Z
 - Nutritional information
 - News/Event
 - Chefs Corner
 - Links section





VealFoodservice.com

New Website Launched July 2nd



VEAL FOOD SERVICE

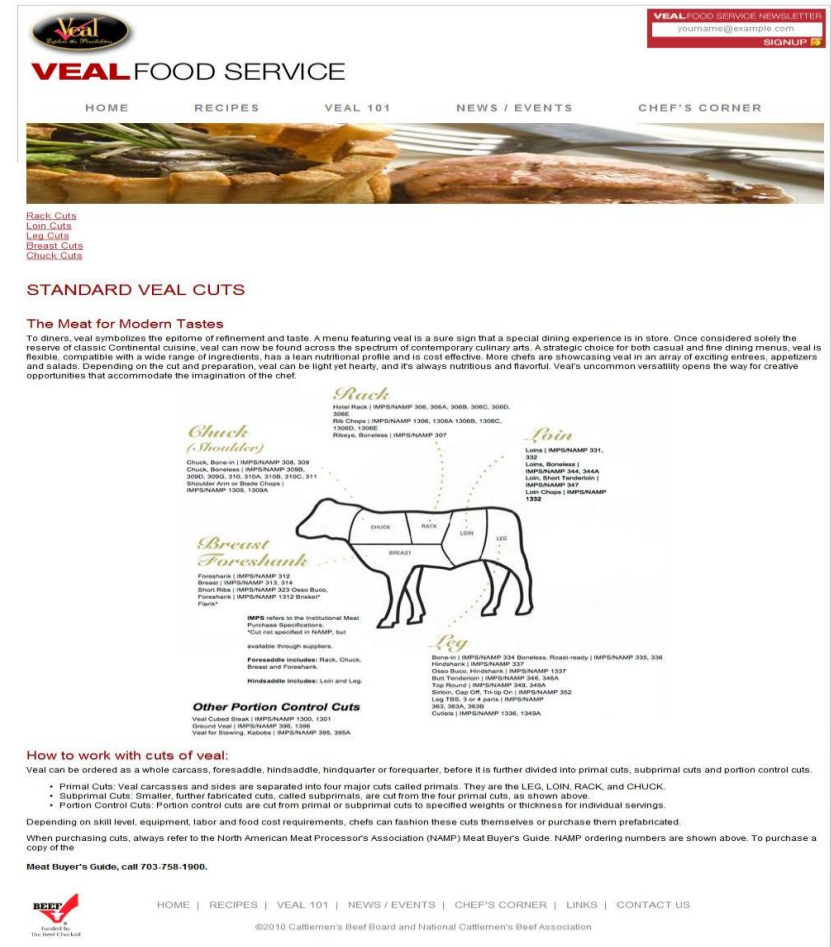
HOME | RECIPES | VEAL 101 | NEWS / EVENTS | CHEF'S CORNER

Featured Restaurant
 Fleming's Prime Steak House and Wine Bar
 Recognized as a "Hot New Concept" by Nation's Restaurant News, Fleming's, now with 64 locations, continues to be a model of innovation. Its wine program has won more than 100 prestigious awards and complements a menu featuring a wide variety of chops alongside its celebrated prime beef. [flemingssteakhouse.com](#)

Featured Recipe
 Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. [Learn more >](#)

Colavita's New Recipe Archive!
[www.colavita.com](#)

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VEAL FOOD SERVICE

HOME | RECIPES | VEAL 101 | NEWS / EVENTS | CHEF'S CORNER

STANDARD VEAL CUTS

The Meat for Modern Tastes
 To diners, veal symbolizes the epitome of refinement and taste. A menu featuring veal is a sure sign that a special dining experience is in store. Once considered solely the reserve of classic Continental cuisine, veal can now be found across the spectrum of contemporary culinary arts. A strategic choice for both casual and fine dining menus, veal is feasible, compatible with a wide range of ingredients, has a lean nutritional profile and is cost effective. More chefs are showcasing veal in an array of exciting entrees, appetizers and salads. Depending on the cut and preparation, veal can be light yet hearty, and it's always nutritious and flavorful. Veal's uncommon versatility opens the way for creative opportunities that accommodate the imagination of the chef.

Rack
 Roast Rack | IMPS/NAMP 306, 306A, 306B, 306C, 306D, 306E
 Rib Chops | IMPS/NAMP 1306, 1306A, 1306B, 1306C, 1306D, 1306E
 Ribs, Sides | IMPS/NAMP 307

Chuck (Boulders)
 Chuck, Bone-in | IMPS/NAMP 308, 309
 Chuck, Boneless | IMPS/NAMP 308B, 308C, 309A, 310, 310A, 310B, 310C, 311
 Shoulder Arm or Bone Chops | IMPS/NAMP 1308, 1309A

Roin
 Loin | IMPS/NAMP 331, 332
 Loin, Boneless | IMPS/NAMP 341, 344A
 Loin, Bone Tenderloin | IMPS/NAMP 347
 Loin Chops | IMPS/NAMP 1332

Breast Foreshank
 Foreshank | IMPS/NAMP 312
 Breast | IMPS/NAMP 313, 314
 Short Ribs | IMPS/NAMP 323 Oss-Bone
 Foreshank | IMPS/NAMP 1312 Breast Plate*

Rig
 Bone-in | IMPS/NAMP 334 Boneless, Roast ready | IMPS/NAMP 335, 336
 Foreshank | IMPS/NAMP 337
 Oss-Bone, Hindquarter | IMPS/NAMP 1337
 Butt Tenderloin | IMPS/NAMP 348, 349A
 Top Round | IMPS/NAMP 349, 349A
 Joints, Cuts or Tri-Tip Cut | IMPS/NAMP 352
 Leg TBS, 3 or 4 parts | IMPS/NAMP 360, 360A, 360B
 Cuts | IMPS/NAMP 1336, 1340A

Other Portion Control Cuts
 Veal Chisel Steak | IMPS/NAMP 1300, 1301
 Ground Veal | IMPS/NAMP 398, 1399
 Veal for Emeril, Recipes | IMPS/NAMP 395, 395A

How to work with cuts of veal:
 Veal can be ordered as a whole carcass, fore-aft, hind-aft, hindquarter or forequarter, before it is further divided into primal cuts, subprimal cuts and portion control cuts.

- Primal Cuts: Veal carcasses and sides are separated into four major cuts called primals. They are the LEG, LOIN, RACK, and CHUCK.
- Subprimal Cuts: Smaller, further fabricated cuts, called subprimals, are cut from the four primal cuts, as shown above.
- Portion Control Cuts: Portion control cuts are cut from primal or subprimal cuts to specified weights or thickness for individual servings.

Depending on skill level, equipment, labor and food cost requirements, chefs can fashion these cuts themselves or purchase them prefabricated. When purchasing cuts, always refer to the North American Meat Processor's Association (NAMP) Meat Buyer's Guide. NAMP ordering numbers are shown above. To purchase a copy of the **Meat Buyer's Guide**, call 703-758-1900.

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Restaurants

New Chains Adding Veal (Year to Date)

- Buca di Beppo – 84 Units
- Carrabba's – 250 Units
- Flemings – 60 Units
- Il Fornaio – 22 Units
- Maggiano's – 45 Units
- Marcella's – 6 Units
- Macaroni Grill – 200 Units
- The Palm Restaurant – 24 Units
- Vic and Angelo's – 6 Units





Restaurant

New Veal Menu Items Added

Bucca di Beppo – Veal Saltimbocca

Carrabba's – Frenched Veal Chops

- Osso Buco

- Veal Cutlet Strips

Flemings – Tuscan Veal Chop

Il Fornaio – Braised Veal and Pasta (LTO)

Marcella's – Braised meatball appetizer

- Veal Saltimboca

Macaroni Grill – 10 oz Free Raised Veal Chop

The Palm Restaurant – Veal Slider

Vic and Angelo's – 16 oz Veal Chop plus five additional veal items on the menu





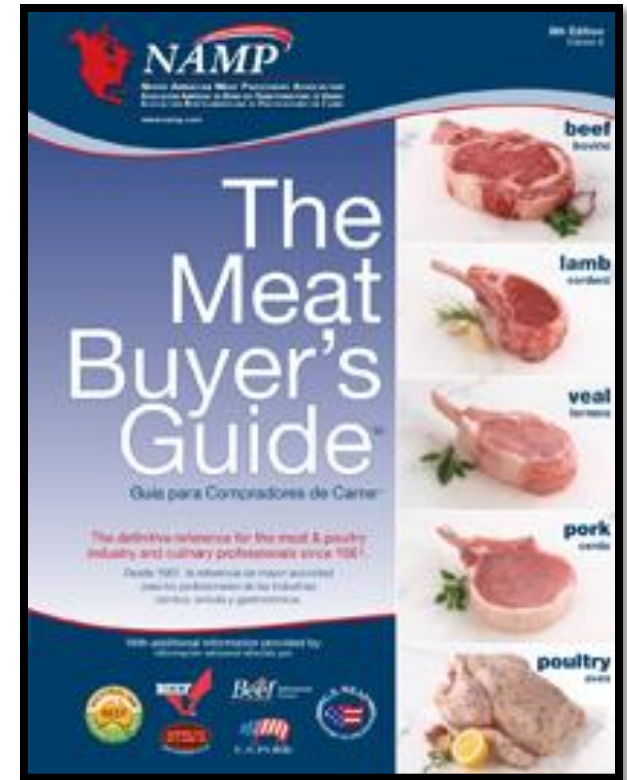
2010 Events

2010 NAMP Meat Buyers Guide Re-Launch Event

March 2010

Chicago, Illinois

Veal Products donated by
Nagle Veal and Quality Meats





2010 Events

NAMP/Center of the Plate Conference

Texas A&M University

May 4 – 6, 2010

Partnership with Texas Beef Council

Veal Products provided by Strauss Brands
and Nagle Veal and Quality Meats



- Over 35 foodservice industry professionals in attendance
- 4 Chain Executives in attendance





2010 Events

2010 Southwest Foodservice Expo

Sponsored by Texas Restaurant Association

June 24 - 26, 2010

Houston, Texas

Partnership with Texas Beef Council

Veal Products donated by Nagle Veal and Quality Meats



- 6.72% increase in Total Registration with a total of 18,705
- 9.58% increase in Number of Attendees (Total Registration less Exhibitor personnel)





2010 Events

2010 Southwest Foodservice Expo Trade Show Moment

"AIR WITH FLAVOR"





2011 Plans

Objective: Increase menu listings of veal at casual and fine dining establishments

Strategy: Work with industry menu decision makers and influencers to secure new menu items and communicate the value and versatility of veal

Tactics: Partnerships

Promotion of new website VealFoodService.com

New menu suggestions and recipes





Partnerships

Partnerships For Foodservice and Retail

- Ste Michelle Wine Estates Company overview
- Brands most applicable for promotions
- Examples of past promotions & presentations





**Chateau Ste.
Michelle**



**Columbia
Crest**



**Villa Maria
New Zealand**



**Spring Valley
Vineyards**



*Ste
Michelle*
WINE ESTATES

Ste. Michelle Wine Estates is a collection of distinctive wine estates, each allowed to explore to the fullest extent the unique growing conditions and individual winemaking practices that give the wines from these estates their extraordinary character.

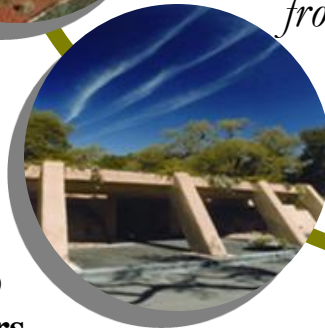
Northstar



Antinori



**Stag's Leap
Wine Cellars**



**Champagne
Nicolas
Feuillatte**

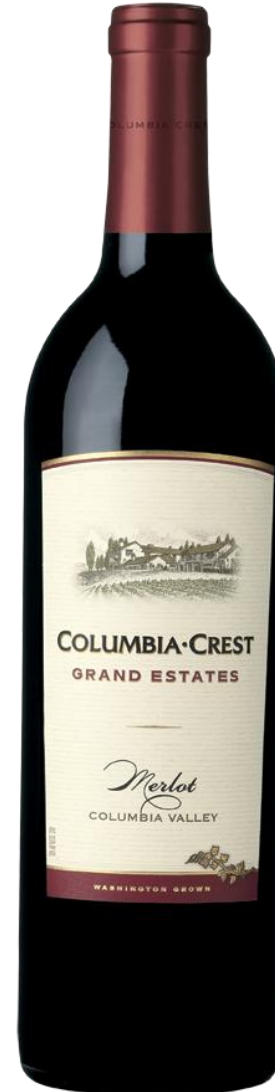


Erath



Col Solare





BEEF In-Store Promotion Execution



Look for recipes and additional savings at QFC

Ad Circular



Coupons Distributed throughout store



BEEF

Example of past promotion

"Try the Veal!"

Veal Piccata

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COUPON REDEEMABLE ONLY AT PUBLIX - EXPIRES 08/08/08

Save \$0.00
off any one (1)
Publix® Fresh
Veal Cutlets

Only one coupon per purchase. No cash value. See actual deposit charge. Coupon may not be redeemed for cash. ©2008 Publix Super Markets, Inc. Publix, LU# 0000

MANUFACTURER'S COUPON - EXPIRES 08/08/08

Save \$0.00
off any one (1)
Publix® All-Purpose Flour

Save \$0.00 off any one (1) Publix® All-Purpose Flour. Limit one coupon per purchase. No cash value. See actual deposit charge. Coupon may not be redeemed for cash. ©2008 Publix Super Markets, Inc. Publix, LU# 0000

Veal Piccata

Yield: Recipe Time: 35 minutes, Makes 4 servings

1. Pound veal cutlets to 1/4-inch thickness, then season. Combine flour, 1/2 tsp salt, 1/2 tsp paprika and white pepper in shallow dish. Lightly coat cutlets with seasoned flour.
2. Heat 1/2 cup oil in large sauté pan over medium heat until medium. Place 2 or 3 cutlets in pan and cook 2 to 3 minutes on each side until browned, turning once. Remove cutlets, keep warm.
3. Add wine and lemon juice to pan and increase heat to medium-high. Cook and stir until browned bits attached to pan are dissolved and liquid is reduced by half. Remove from heat. Stir in 1/2 cup cream, season with salt and pepper, and garnish with parsley.

Non-refundable manufacturer's coupon. For details, visit www.manufacturer.com. ©2008 Publix Super Markets, Inc. Publix, LU# 0000

1 pound veal cutlets, cut 1/4" thick	Salt
1/2 cup all-purpose flour	1/2 tsp white pepper
1/2 cup oil	1/2 cup heavy cream
1/2 cup dry white wine	1/2 cup parsley
1/2 tsp paprika	1/2 tsp lemon juice
1/2 tsp salt	1/2 tsp salt
1 top unsalted butter	1 top unsalted butter

"Way to beef up a salad!"

Steak Taco Salad

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

COUPON REDEEMABLE ONLY AT PUBLIX - EXPIRES 08/08/08

Save \$0.00
off any one (1)
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MANUFACTURER'S COUPON - EXPIRES 08/08/08

Save \$0.00
off any one (1)
Dole® Salad

Save \$0.00 off any one (1) Dole® Salad. Limit one coupon per purchase. No cash value. See actual deposit charge. Coupon may not be redeemed for cash. ©2008 Publix Super Markets, Inc. Publix, LU# 0000

Steak Taco Salad

Yield: Recipe Time: 20 minutes, Makes 4 servings

1. Combine dressing ingredients.
2. Combine all ingredients: place one beef steak, place steak on grill over medium, ash-covered coals. Grill shoulder center steak, cooked, 10 to 15 minutes for medium rare to medium rare, turning once. Grill top sirloin steak, cooked, 13 to 15 minutes for medium rare to medium rare, turning occasionally.
3. Combine meat, tomatoes, beef-flavored beef and dressing in large bowl. Toss. Serve steak, season with salt. Arrange on salad mixture. Top with cheese.

Dressing

- 1/4 cup ranch dressing
- 1 top taco seasoning mix

Meat

- 1 top sirloin steak
- 1 top shoulder center steak

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