

# BEEF UP your meals.

These new cuts are all about size and selection. The Top Sirloin and Top Loin filets and roasts meet lean requirements, and with healthy "right sized" portions, all beef cuts fit nicely into any eating plan.



# SLIM DOWN in Style.

Adding just four ounces of high-quality protein like lean beef to each meal may help you build and maintain muscle mass. With good nutrition and exercise, you'll keep your wellness resolution.



TOP LOIN FILET	TOP SIRLOIN FILET	RIBEYE FILET
<ul style="list-style-type: none"> <li>Lean* with less than 9 grams of fat per serving.</li> <li>Netting holds shape – eating lean never looked so good!</li> </ul>	<ul style="list-style-type: none"> <li>Visible fat removed for a lean*, health-conscious serving.</li> <li>Delicious sirloin experience keeps you satisfied.</li> </ul>	<ul style="list-style-type: none"> <li>Luscious ribeye flavor without all the fat.</li> <li>Portioned into 4 to 6 ounce sizes to meet healthy eating plans.</li> </ul>

TOP LOIN PETITE ROAST	RIBEYE PETITE ROAST	TOP SIRLOIN PETITE ROAST
<ul style="list-style-type: none"> <li>Simple to prepare into a lean* and healthy portion.</li> <li>Cooks in under an hour for easy weekday dinners.</li> </ul>	<ul style="list-style-type: none"> <li>Less fat creates a more nutritious dining experience.</li> <li>Rich ribeye flavor that really satisfies.</li> </ul>	<ul style="list-style-type: none"> <li>Lean*, low in fat, and loaded with protein, zinc, and iron.</li> <li>A melt-in-your-mouth sensation.</li> </ul>

\* These cuts meet government guidelines for "lean" and are based on cooked servings with visible fat trimmed. Lean is defined as less than 10 grams of total fat, 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams (3.5 oz).