

# In Good Company.

## THE NEW BEEF CHUCK EYE STEAK BONELESS

Premium Flavor



Juicy & Tender



Great On The Grill



Superb Value

### WHAT IS A BEEF CHUCK EYE STEAK BONELESS?

- ◆ Cut from an area in the Chuck Roll that's right next to the ribeye, it's a new steak that truly keeps good company.
- ◆ Since it's cut from such a juicy, tender area, it shares many of the same attributes of higher priced steaks.

### THIS STEAK OBVIOUSLY LEARNED FROM ITS PEERS.

- ◆ A hit at almost any eating occasion, each bite bursts with rich, beef flavor.
- ◆ Tying before grilling makes for a 4-star plate presentation - worthy of any steakhouse.

### IT'S TIME THIS NEW CUT KEPT GOOD COMPANY WITH YOU.

- ◆ Both affordable and delicious, this new steak promises some of the best margins around.



FUNDED BY THE BEEF CHECKOFF

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LEARN MORE ABOUT THE BEEF CHUCK EYE STEAK BONELESS AND OTHER CULINARY BREAKTHROUGHS AT [WWW.BEEFRETAIL.ORG](http://WWW.BEEFRETAIL.ORG).

