

WHAT IS RASTELLI PREFERRED?



Rastelli Preferred is an exclusive line-up of portioned steaks, grinds, and roasts that are produced from hand-selected beef primals. Each primal is examined and screened by a Certified Quality Control Specialist to ensure all Rastelli Preferred final products meet our standards for trim, marbling, aging and more. The result is an affordable, product that is not enhanced and is guaranteed to consistently satisfy in terms of appearance, taste and price.

The right price and value. Put all of our check points together, and you have the signature Rastelli Preferred line, offering best-in-class products for the best price and value.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Better Forecasting due to Locked Monthly Pricing | <input checked="" type="checkbox"/> Less Waste = Better Cost Control |
| <input checked="" type="checkbox"/> Better Yield Value Based on Trim Specifications | <input checked="" type="checkbox"/> Guaranteed Client and Customer Satisfaction |

CRITICAL CONTROLS & QUALITY ASSURANCE CHECKPOINTS

- | | |
|--|---|
| <ul style="list-style-type: none"> • Qualified Cattle • Steers Average 1,150 lbs. • Grain-Fed Beef • Hand-Selected Steaks • All Hand-Trimmed and Crafted • Optimal Aging Process (28 Days) • Natural Tenderizing Process • Consistent Size, Flavor and Tenderness • Meat Specialist Oversight | <ul style="list-style-type: none"> • Muscle Size • Trim Specifications • Color Evaluations (White Fat Only Steers) • Muscle Conformation • Micro-Biological Count Testing • Ozonated Sanitation Process • Only from SQF Approved Suppliers • Traceability throughout the Entire Process • Guaranteed Quality, Safety & Convenience |
|--|---|

Rastelli

PREFERRED

OVEN-READY ROASTS



“NO WORRIES, NO WORK!”



PRODUCT OF THE USA



HAND-TRIMMED



COOKS IN
OVEN-READY POUCH



TENDER &
FLAVORFUL

DISTRIBUTION & PRICING

Products:	Item #	PK	SZ	UOM	UPC
Beef Ribeye Steak	13246	12	10	OZ	658533132462
Beef NY Strip Steak	13245	12	10	OZ	658533132455
Beef Tenderloin Steak	13244	14	8	OZ	658533132448
Beef Top Sirloin, Strip-Style	13717	14	8	OZ	658533137177
80/20 Ground Beef	13247	12	1	LB	658533132479
Ground Beef Burger	13248	10	1	LB	658533132486
Beef Ribeye Roast	75516	3	4	LB	658533755166
Beef Tenderloin Roast	75514	4	2.5	LB	658533755142
Beef Striploin Roast	75522	3	4	LB	658533755227
Beef Striploin Seasoned Roast	75523	3	4	LB	658533755234

Palletization — 108 Cases (1,080 LBS) **TI/HI** — 9/12 (9 Cases/Layer, 12 High)

OUR RECIPE FOR SUCCESS

RETAIL PROGRAMS

- Merchandising
- Meat + Seafood Case Displays
- Product Development
- Package Design + Branding
- POS Design + Print Services

MARKET SUPPORT

- Market Research + Analysis
- Food Photography
- Digital Design Services
- POS Material Available to Help Support Items in store

PROMOTIONAL SUPPORT

- Digital
- Weekly Promotions
- IRC's and Bounce-Back Coupons
- Win Free Steaks and BBQ Kit across all store locations

For questions or sales support, please contact the representative below.

