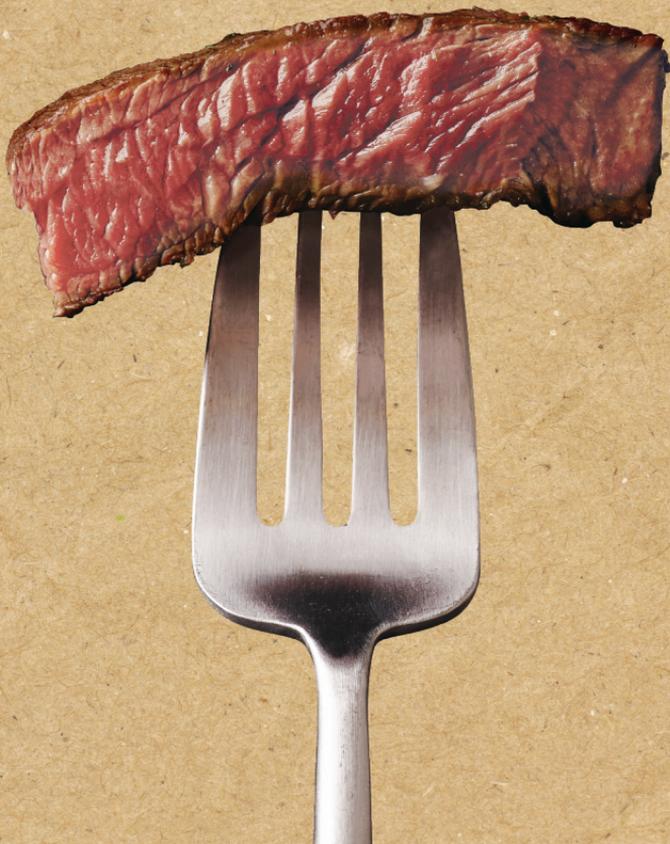


TENDER 
BY DESIGN™

**FRESHNESS.
LOCKED IN.**





INTRODUCING TENDER BY DESIGN™

Unpredictability is a major challenge in the beef industry. There is variance in quality of beef driven by the time of year, and price can fluctuate up and down almost without warning. Up until now, it hasn't been possible to lock in high quality along with consistency in price, while still providing just the right amount of inventory for your daily needs all through the year.

Enter Tender by Design™ – a revolutionary process by which frozen beef can be just as high quality as fresh AND offers the convenience operators need:

-  **CONSISTENT QUALITY**
-  **AVAILABILITY**
-  **LESS VARIABILITY IN PRICE**

**CONSUMERS RANKED TASTE AND
TENDERNESS AS THE TWO BIGGEST
INDICATORS OF A STEAK'S QUALITY**
(NATIONAL CATTLEMEN'S BEEF ASSOCIATION)



RETHINK FROZEN STEAKS WITH THE TENDER BY DESIGN™ DIFFERENCE

You might be asking, “Can a frozen steak ever be as good as fresh?” Frozen steaks you’ve seen in the past don’t always measure up when it comes to tenderness, but sometimes price is a bigger concern to your business than quality. Or maybe you can’t sacrifice on quality, so you opt for fresh, but your portion cost control takes the hit.

Some operators have traditionally chosen fresh over frozen steak because they believe they will get:

- Better quality
- Optimal performance

On the flip side, when other operators choose frozen steaks, they believe they will get:

- More Convenience
- Manageable Cost

But with the Tender by Design™ solution, you get all of the above. Through our process, we bring the best of both frozen and fresh together. We’ve unlocked the secret to locking in freshness and optimizing both quality and price with:

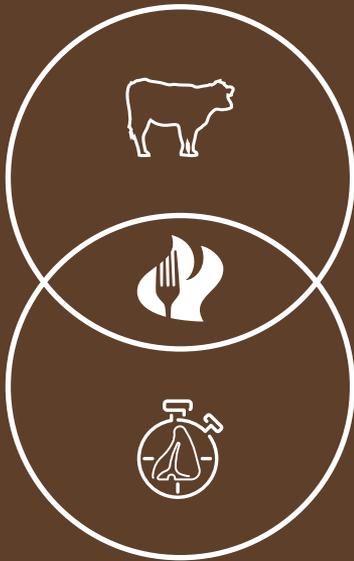
- The same quality and great texture as fresh steaks
- Easier inventory control with frozen steaks and the ability to temper as needed with the ebb and flow of traffic
- Less variability in pricing for manageable portion cost

**58% OF OPERATORS SAID PRICE
VOLATILITY WAS A MAJOR CHALLENGE
IN OFFERING MENU ITEMS THAT
INCLUDE RED MEAT.
(DATASSENTIAL)**



SO HOW DOES TENDER BY DESIGN™ DO IT?

Our proprietary process captures the beef market at the right time, giving you access to tender, high-quality product all year round at a competitive price. We make it easy to inventory beef with our convenient format while providing such tenderness, you might not believe it was ever frozen. Exclusively available from US Foods®, **Tender by Design™** gives you **Freshness. Locked In.**



QUALITY SOURCING

We source our beef when the climate and feed conditions are best and age to standards that ensure optimum texture, tenderness and overall eating quality

QUALITY PRODUCTION

Our proprietary technology freezes the beef at accelerated speed and extreme depth, locking in tenderness and freshness.

See available products and learn more about Tender by Design at usfoods.com/tenderbydesign

FIELD TO FORK: THE INNOVATIVE TENDER BY DESIGN™ PROCESS



Sourcing

We harvest cattle when climate and feed conditions are at their peak, ensuring consistent quality product year-round.



Aging

Our exact aging specifications deliver optimal tenderness



Packaging

Individual vacuum packaging allows you to temper only as much as you need, when you need it



Freezing

Rapid freezing maintains its quality by preventing undesirable large crystals from forming through the product, locking in freshness with each and every product, resulting in less purge and shrinkage than a traditional freezing process.



Tempering

Your part of this process is critical to protecting the quality of the product. Using our commercial-grade aluminum tempering tray more evenly controls tempering, yielding less damage to the steak than the shock of thawing in water. Our tempering tray also tempers faster than on other surfaces such as stainless steel, Teflon or wood, preparing the product to wow diners on their plate.



LEARN MORE ABOUT THE TEMPERING TRAY AND SEE IT IN ACTION

SCAN THIS QR CODE OR VISIT
[USFOODS.COM/TEMPERING](https://usfoods.com/tempering)



“TENDER BY DESIGN™ ALLOWS ME TO ACCURATELY PLAN MY FOOD COSTS ON A DAILY BASIS, SINCE THE PRODUCT IS FROZEN. I CAN SIMPLY USE AS MUCH AS I NEED, WHEN I NEED IT.”

Tapped - Taphouse & Kitchen:
Tyler Antkowiak, General Manager

Let Tyler tell you himself about how Tender by Design is the perfect steak solution. Scan the QR code below or visit usfoods.com/TappedTyler





“WE DIDN’T SAY ON THE MENU, ‘HEY, WE SWITCHED FROM FRESH TO FROZEN.’ BUT AT THE SAME TIME, YOU COULDN’T TASTE THEM NEXT TO EACH OTHER AND TELL. WE HONESTLY NEVER HAVE THE STEAKS GET SENT BACK TO THE KITCHEN. IT WAS A SEAMLESS TRANSITION.”

The Swinging Doors:
Jeremy Kight, Kitchen Manager

Hear Jeremy talk about no one noticing they went from fresh to Tender by Design™. Scan the QR code below or visit usfoods.com/SwingingDoorsJeremy





“WHAT CAUGHT MY ATTENTION IS THE FACT THAT I CAN LOCK IN MY QUALITY AND SUPPLY CHAIN. I KNOW NOW WHAT MY PLATE COST IS, WHICH MAKES IT EASY FOR ME TO DESIGN MY MENU. IT’S GREAT FOR THE GUESTS AND OPERATOR EQUALLY.”

Wing Central Restaurant Group:
Jim Rowe, Owner

Jim went from skepticism of, to redesigning his menu around, Tender by Design™. Scan the QR code below or visit usfoods.com/WingCentralJim





THE TWO-BITE TEST

We put our product to the test – the Two-Bite Test. We've asked operators to take a blind taste test to see if they could tell the difference between our Tender by Design™ steaks and fresh steaks, prepared the same way, so they can really experience the difference.

WANT TO SEE IF THEY COULD TELL THE DIFFERENCE?

Scan this QR code to see a video of the Two-Bite Test in action or visit usfoods.com/twobitetest



Contact your US Foods® representative or Center of the Plate (COP) Specialist to learn more about how our team can put our Tender by Design product to the test with our Two-Bite Test.

See available products and learn more about Tender by Design at usfoods.com/tenderbydesign



SINCE 1893
STOCK YARDS[®]
WORLD'S FINEST STEAKS & CHOPS

**BISTRO NY
STRIP LOIN STEAK**



TENDER 
BY DESIGN™

US.
FOODS™



READY TO TRY TENDER BY DESIGN™?



**STOCK YARDS®
BISTRO NY STRIP
LOIN STEAK**
8465095 – 16/8 oz.



This exclusive Tender by Design™ program yields a high-quality frozen steak that is as tender as fresh. Developed over 15 years of trial and learning, this cutting-edge process incorporates proprietary practices in sourcing, aging, packaging, freezing and tempering to yield a steak that is consistently good quality and available at a competitive price.

Attributes

- Raw, boneless, center-cut, 8 oz. strip loin steak
- Sourced, aged, packaged and quick-frozen using the proprietary Tender by Design process
- USDA Choice, needle-tenderized, single ingredient with no additives or marinade

Benefits

- All steaks are aged to exact specifications to deliver optimal tenderness
- Steaks are rapidly frozen using a proprietary process to maintain its quality by preventing undesirable large crystals from forming through the product, locking in freshness
- Individually vacuum packed so the operator can temper and use only what is required for less waste
- Using our recommended commercial-grade aluminum tempering tray yields less damage than the shock of thawing in water and tempers faster than other surfaces such as stainless steel or wood

SINCE 1893
STOCK YARDS[®]
WORLD'S FINEST STEAKS & CHOPS

**CENTER-CUT CHOICE
STRIP LOIN STEAK**



TENDER 
BY DESIGN™

US.
FOODS™



READY TO TRY TENDER BY DESIGN™?



STOCK YARDS®
CENTER-CUT CHOICE
STRIP LOIN STEAK
6532678 – 15/12 oz.
9155801 – 10/14 oz.
7119619 – 10/16 oz.



This exclusive Tender by Design™ program yields a high-quality frozen steak that is as tender as fresh. Developed over 15 years of trial and learning, this cutting-edge process incorporates proprietary practices in sourcing, aging, packaging, freezing and tempering to yield a steak that is consistently good quality and available at a competitive price.

Attributes

- Raw, boneless, center-cut, 12 oz., 14 oz. and 16 oz. strip loin steaks
- Sourced, aged, packaged and quick-frozen using the proprietary Tender by Design process
- USDA Choice, needle-tenderized, single ingredient with no additives or marinade

Benefits

- All steaks are aged to exact specifications to deliver optimal tenderness
- Steaks are rapidly frozen using a proprietary process to maintain its quality by preventing undesirable large crystals from forming through the product, locking in freshness
- Individually vacuum packed so the operator can temper and use only what is required for less waste
- Using our recommended commercial-grade aluminum tempering tray yields less damage than the shock of thawing in water and tempers faster than other surfaces such as stainless steel or wood

SINCE 1893
STOCK YARDS[®]
WORLD'S FINEST STEAKS & CHOPS

BASEBALL CUT

TENDER 
BY DESIGN™

US.
FOODS™



READY TO TRY TENDER BY DESIGN™?



STOCK YARDS®
BASEBALL CUT
CHOICE TOP SIRLOIN STEAK
4174233 – 16/8 oz.



This exclusive Tender by Design™ program yields a high-quality frozen steak that is as tender as fresh. Developed over 15 years of trial and learning, this cutting-edge process incorporates proprietary practices in sourcing, aging, packaging, freezing and tempering to yield a steak that is consistently good quality and available at a competitive price.

Attributes

- 8 oz. baseball-cut top sirloin steaks
- Sourced, aged, packaged and quick-frozen using the proprietary Tender by Design process
- USDA Choice, needle-tenderized, single ingredient with no additives or marinade

Benefits

- All steaks are aged to exact specifications to deliver optimal tenderness
- Steaks are rapidly frozen using a proprietary process to maintain its quality by preventing undesirable large crystals from forming through the product, locking in freshness
- Individually vacuum packed so the operator can temper and use only what is required for less waste
- Using our recommended commercial-grade aluminum tempering tray yields less damage than the shock of thawing in water and tempers faster than other surfaces such as stainless steel or wood

SINCE 1893
STOCK YARDS[®]
WORLD'S FINEST STEAKS & CHOPS

**HALF-FACED CENTER CUT
CHOICE TOP SIRLOIN STEAK**



TENDER 
BY DESIGN™

US.
FOODS™



READY TO TRY TENDER BY DESIGN™?



STOCK YARDS®
HALF-FACED CENTER CUT
CHOICE TOP SIRLOIN STEAK
21 22328 – 24/6 oz.
0899034 – 16/8 oz.
3765698 – 16/10 oz.



This exclusive Tender by Design™ program yields a high-quality frozen steak that is as tender as fresh. Developed over 15 years of trial and learning, this cutting-edge process incorporates proprietary practices in sourcing, aging, packaging, freezing and tempering to yield a steak that is consistently good quality and available at a competitive price.

Attributes

- Raw, boneless, center-cut, "half-faced" 6 oz., 8 oz. and 10 oz. top sirloin steaks
- Sourced, aged, packaged and quick-frozen using the proprietary Tender by Design process
- USDA Choice, needle-tenderized, single ingredient with no additives or marinade

Benefits

- All steaks are aged to exact specifications to deliver optimal tenderness
- Steaks are rapidly frozen using a proprietary process to maintain its quality by preventing undesirable large crystals from forming through the product, locking in freshness
- Individually vacuum packed so the operator can temper and use only what is required for less waste
- Using our recommended commercial-grade aluminum tempering tray yields less damage than the shock of thawing in water and tempers faster than other surfaces such as stainless steel or wood



TENDER BY DESIGN™ PRODUCT HANDLING

Your part of this Tender by Design™ process is critical to protecting the quality of the product.

**FLIP THIS CARD TO SEE WHAT OUR
TENDER BY DESIGN TEMPERING TRAY OFFERS.**

PROPER PRODUCT STORAGE

Product should remain at freezer temperature (<0°F) while in storage and prior to being tempered. Once tempered, product should not be placed back into the freezer for future use.



TEMPERING PROCESS FOR TENDER BY DESIGN™

1. Remove products as needed from the freezer, spread out on tempering tray .
2. Place in the cooler with products kept in their original sealed vacuum package to temper.
3. After products are tempered, transfer to dated sheet pans, and rotate properly in the cooler.
4. Maintain proper refrigeration until needed, and leave products in the original vacuum package to hold its quality longer.
5. If the vacuum package seal is broken, product should be cooked that same day.

IMPORTANT: Never place the product in water (of any temperature), as this will actually damage the product by "shocking" the meat. This causes breakdown in the tissue, which results in purging of moisture and damage to the texture and eating quality.



To learn more about this process and see how it can work in your own kitchen, scan this QR code or visit usfoods.com/tempering



TENDER BY DESIGN™ TEMPERING TRAY



The commercial-grade aluminum Tender by Design™ Tempering Tray more evenly controls tempering, yielding less damage to the frozen meats than the shock of thawing in water. Our tempering tray also tempers faster than on other surfaces such as stainless steel, Teflon, wood or traditional thin aluminum sheet pans, preparing the product to wow diners on their plates.

ATTRIBUTES:

- Recommended method for tempering Tender by Design steaks to maintain quality and tenderness
- Properly temper steaks in original sealed vacuum package to ensure product quality and integrity
- Tray size: 22¾" x 16¼" x 3/8"
- Back-of-house poster included with each tray

BENEFITS:

- Faster tempering due to high relative heat conductivity
- Results in minimal purge, ensuring yield like fresh meats
- Tempered steaks will hold its quality longer if kept in the vacuum package



To learn more about this tempering tray and see how it can work in your own kitchen, scan this QR code or visit usfoods.com/tempering