



CHAIRMAN'S
RESERVE

the only brand for every menu

Chairman's Reserve Meats

FROM THE TYSON FRESH MEATS
FOODSERVICE TEAM



“you can chase trends
or create them”



made for your menu

Chairman's Reserve Meats is the only national brand with a comprehensive, multi-tiered, dual-protein portfolio of fresh beef and pork.

Hand-selected for optimal marbling, color and firmness, our products are backed by outstanding service to deliver a quality eating experience for every type of foodservice operation.

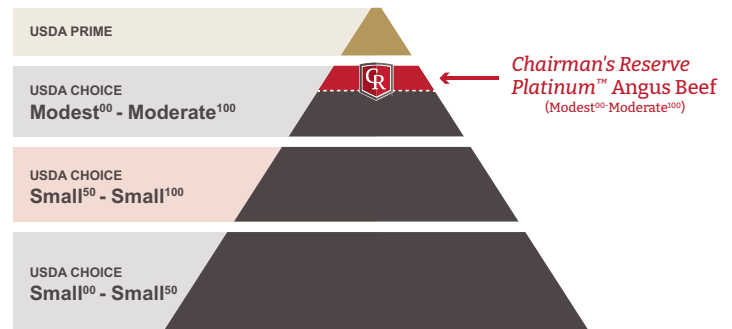
top tier meats

OUR HIGHEST LEVEL OF QUALITY

From our strictest specifications come our most tender, juicy and flavorful cuts. Simply put – our finest beef and pork

CHAIRMAN'S RESERVE PLATINUM™ ANGUS BEEF ATTRIBUTES:

- USDA upper 1/3 Choice quality grade
- 100% Angus beef
- Moderate marbling score
- Selected for consistent ribeye size, carcass weight, lean color and texture
- More consistent supply than USDA Prime allowing for greater order fulfillment



CHAIRMAN'S RESERVE PRIME PORK ATTRIBUTES

- Marbling score of 3 – 5
- Color score of 4 – 5
- Proven 25% more tender than all other leading brands of pork without added solution
- Qualified for Master Chefs' Seal of Excellence

perfectly scored pork

our marbling standard: scores ranging from 3-5



our color standard: scores ranging from 4-5



“it’s tough to be
this tender”



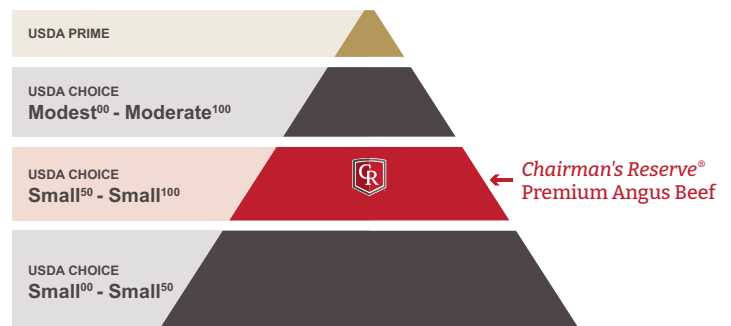
premium meats

THE FOUNDATION OF OUR SIGNATURE FLAVOR

All natural* and hand-selected, *Chairman's Reserve* Premium Beef and Pork must meet our high standards and rigorous scoring before they are ready for your restaurant. We take pride in delivering Premium products that make the center of the plate shine.

PREMIUM BEEF ATTRIBUTES

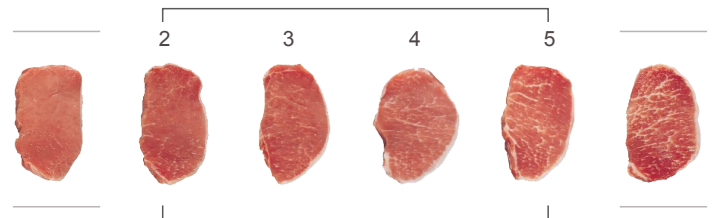
- USDA Choice quality grade
- Small⁵⁰⁻¹⁰⁰ marbling score
- Medium or fine marbling texture
- Grade A maturity
- Moderately thick (or better) muscling



PREMIUM PORK ATTRIBUTES

- Marbling scores between 2-5
- Color-graded to reduce variation with scores ranging from 3-5
- pH-selected for natural moisture-holding capacity
- Hand-selected to ensure consistent marbling, firmness, texture and size

our marbling standard: scores ranging from 2-5



our color standard: scores ranging from 3-5



*Minimally processed. No artificial ingredients.



better center of the plate value

When you choose *Chairman's Reserve Meats*, you ensure your customers a satisfying, delicious and consistent eating experience. *Chairman's Reserve Meats'* strict quality standards and consistent product specifications equate to better center of the plate value and more efficiency in the back of the house.



a superior level of support

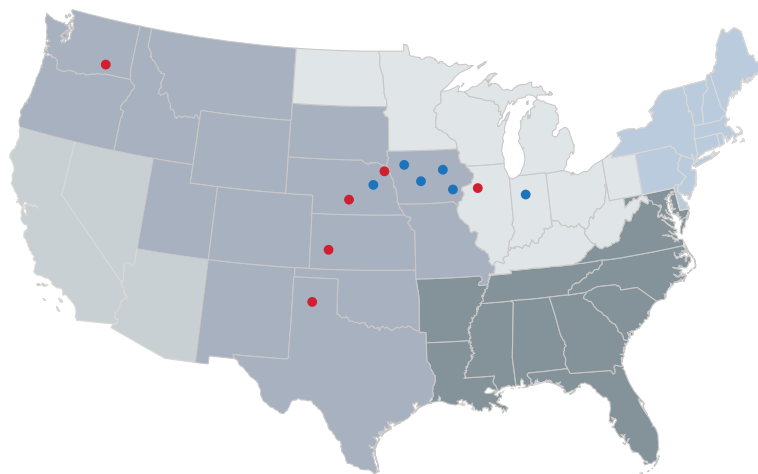
UNMATCHED MARKETING FROM TYSON FRESH MEATS

All *Chairman's Reserve* products are backed by the Tyson Fresh Meats Team. Partner with the experts for dynamic sales support, including:

- Unmatched customer service focused on your needs
- Menu branding and optimization
- Marketing tools to help elevate your business

right place, right product, right on time

To continually deliver excellence in both products and service, our production facilities and service centers are strategically located throughout the U.S.



BEEF PLANTS

AMARILLO, TEXAS
 DAKOTA CITY, NEBRASKA
 FINNEY COUNTY, KANSAS
 JOSLIN, ILLINOIS
 LEXINGTON, NEBRASKA
 PASCO, WASHINGTON

PORK PLANTS

LOGANSPORT, INDIANA
 LOUISA COUNTY, IOWA
 MADISON, NEBRASKA
 PERRY, IOWA
 STORM LAKE, IOWA
 WATERLOO, IOWA

READY TO FILL YOUR MENU WITH CHAIRMAN'S RESERVE MEATS?

Contact the Tyson Fresh Meats Foodservice Team today for more information.



**CHAIRMAN'S
RESERVE**

ChooseChairmans.com

more brands to satisfy everyone

For more information about additional center of the plate brand offerings from Tyson Fresh Meats, contact your Tyson Fresh Meats Foodservice representative and visit **TysonFreshMeats.com/Foodservice**.



Tyson Fresh Meats, Inc.
Dakota Dunes, SD 57049 | 800.416.0772 | TysonFreshMeats.com

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