



# STAR RANCH ANGUS<sup>®</sup>

— ★ BEEF ★ —

*Media kit*





## Star Ranch Angus brand *Identity/mission*

### Identity

The *Star Ranch Angus*® brand provides shoppers and their families with a dependable, accessible, everyday Angus beef that satisfies.

### Beliefs

The *Star Ranch Angus* brand is built on the importance of mealtime satisfaction and with that, a continued dedication to:

- Always being dependable and reliable
- The importance of mealtime
- Being a good neighbor to all
- Practicality
- The spirit of Americana
- Customer satisfaction





## Star Ranch Angus brand *Brand benefits*

### The boost of a brand

Fifty-five percent of consumers are loyal to certain brands because they have great products/services. Fifty-seven percent of consumers are prepared to pay more to purchase from a trusted brand.<sup>1</sup>

### No questions quality

Star Ranch Angus beef has the consistent quality and taste consumers demand:

- 100% Angus beef with no added ingredients
- USDA Choice quality grade
- Grade "A" maturity
- Moderately thick or better muscling
- Product of the USA



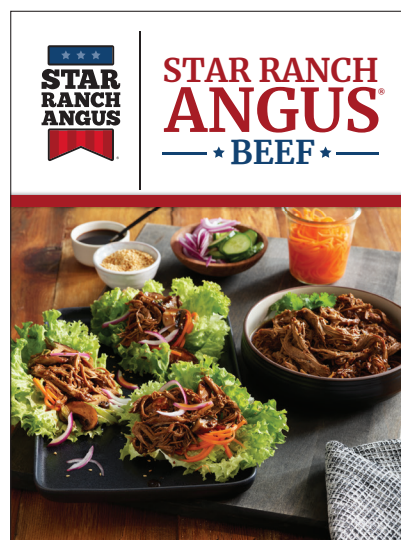


## Star Ranch Angus brand Marketing support efforts

### Unmatched marketing support

A cornerstone of driving *Star Ranch Angus* beef sales is results-driven marketing. Delivering first-rate support on multiple fronts, we're continually striving toward one goal – boosting our partners' bottom line.

When stores join our program, we immediately go to work for them with proven marketing support that includes regularly updated in-store point-of-sale materials and targeted consumer digital campaigns.





*Star Ranch Angus brand  
PR support*

## **Media outreach**

Being a good neighbor isn't just words on a page for us; it's who we are. We put this into practice by investing in local communities. In 2022, we presented a \$20,000 check to the Disabled American Veterans® to support their mission to support America's veterans.





*Star Ranch Angus brand  
Contact us*

## Contact us

Have questions, interested in learning more or want to write a story about *Star Ranch Angus* beef? Contact us today.

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