



CHAIRMAN'S
RESERVE®



MEDIA KIT

Chairman's Reserve®
Meats



**CHAIRMAN'S
RESERVE**



our mission

Chairman's Reserve® Meats is a selective lineup of exceptional, high-quality fresh meat offerings all under one brand. With two tiers of beef and pork products, **Premium** and **Prime**, we provide an unparalleled eating experience.

We adhere to exacting quality standards for our hand-selected *Chairman's Reserve* Meats products. The *Chairman's Reserve* Meats team delivers a level of consistency, quality and consumer confidence that no other brand can.

quality matters more than ever

Consumers are more aware of "Prime" and "Premium" meat subcategories, and their appetite for high-quality beef and high-quality pork is on the rise.

beef

There is a growing demand – reflected in consumers' purchasing behavior – for Prime and Premium beef.

From fall 2017 to fall 2018¹, consumers purchased more of both types of beef:

Prime beef:

92% overall increase during that one-year period, with 13-**25%** monthly increases

Premium beef:

73% overall increase during that one-year period, with 11-**19%** monthly increases

pork

From spring 2018 to spring 2019², consumers also became more aware of both pork subcategories and/or purchased more pork:

Prime pork:

Awareness of this category rose from 73% to **81%**, and monthly increase in purchases rose from 8% to **11%**

Premium pork:

Awareness of this category rose from 80% to **86%**, and monthly increase in purchases rose from 10% to **14%**

Choose**Chairmans.com**

¹ Fall 2018 Beef Consumer Monitor
² Spring 2019 Pork Consumer Monitor



CHAIRMAN'S
RESERVE®



branded luxury proteins deliver

The look and feel of the *Chairman's Reserve* Meats brand is carefully considered and executed. When consumers can easily recognize quality products, those products have selling power.

- Thirty percent of consumers prefer supplier brands versus 20% who prefer private label brands. The percentage of consumers preferring supplier brands has nearly doubled since 2007, while private label brand preference has seen just a 7% increase over the last decade.¹
- Shoppers say the biggest reason for buying brands is a general inclination for buying familiar brand-name items, but other important reasons are perceived better quality, value and consistency.¹

30% of consumers prefer supplier brands versus 20% who prefer private label brands.

a name that carries weight

The *Chairman's Reserve* Meats brand is the only dual-protein, multi-tiered offering from one supplier and delivers:

- Consistent, high-quality beef and pork products
- Optimal marbling and bright coloring that result in tender, juicy and flavorful products
- Superior taste and unrivaled flavor
- A reliable eating experience
- A comprehensive education and training platform on meat quality

superior support

The *Chairman's Reserve* Meats brand is supported by the Tyson Fresh Meats Team, which means:

- We uphold a high standard of service you can trust.
- We participate in the *FarmCheck*® program initiative and other audited programs that address responsible animal welfare, handling and sustainability.
- We deliver excellence in both products and service through our strategically located U.S. production facilities and service centers.

ChooseChairmans.com

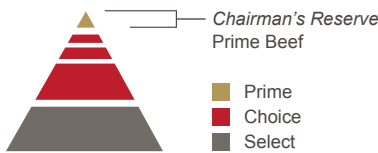
¹ The Power of Meat 2018, © Food Marketing Institute, Foundation for Meat & Poultry Research & Education



prime

Chairman's Reserve Prime Beef

- USDA Prime quality grade
- Grade A maturity with less than 30 months of age
- Marbling score of slightly abundant and higher
- Lean color, texture and firmness
- Ribeye area of 10 - 16 square inches
- Less than 1" fat thickness
- Hot carcass weight of 1,050 pounds or less
- Neck hump not to exceed 2"
- Free of "dark cutting" characteristics
- Superior muscling with no dairy influence



slightly abundant



moderately abundant

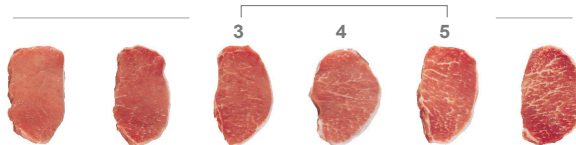


abundant

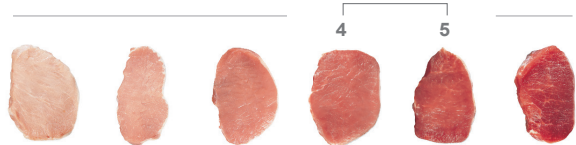
Chairman's Reserve Prime Pork

- All natural, minimally processed with no artificial ingredients
- 25% more tender than other leading brands of pork without added solution
- Intentionally selective, hand-trimmed cuts
- Our pH standard: 6 - 6.5
- Our marbling standard: Scores ranging from 3 - 5
- Our color standard: Scores ranging from 4 - 5
- Superior in taste and unrivaled in flavor
- Evaluated and qualified for the Master Chefs' Institute Seal of Excellence

Our marbling standard: Scores ranging from 3-5



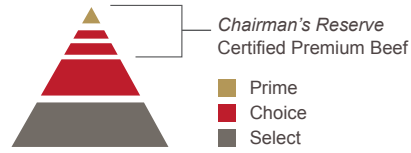
Our color standard: Scores ranging from 4-5



premium

Chairman's Reserve Premium Beef

- USDA upper 2/3 Choice (or higher) quality grade
- Medium or fine marbling texture
- Modest 00 (or higher) marbling
- Grade A maturity
- Moderately thick (or better) muscling
- Neck hump not to exceed 2"
- Hand-selected and hand-trimmed



medium marbling



fine marbling

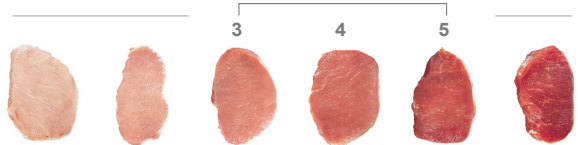
Chairman's Reserve Premium Pork

- All natural, minimally processed with no artificial ingredients
- Our marbling standard: Scores ranging from 2 - 5
- Our color standard: Scores ranging from 3 - 5
- Our pH standard: 5.7 - 6.2
- Hand-selected and hand-trimmed to ensure consistent marbling, firmness, texture and size

Our marbling standard: Scores ranging from 2-5



Our color standard: Scores ranging from 3-5





**CHAIRMAN'S
RESERVE™**

retail

All *Chairman's Reserve* Meats products are backed by the Tyson Fresh Meats Team, known for delivering superior sales support and product excellence. Retailers that partner with *the beef & pork experts™* receive:

- On-time product delivery and unmatched customer service focused on their needs
- Engaging point-of-sale materials (digital and in-store) and customer-specific marketing support
- Product support and training
- Category management and consumer insights

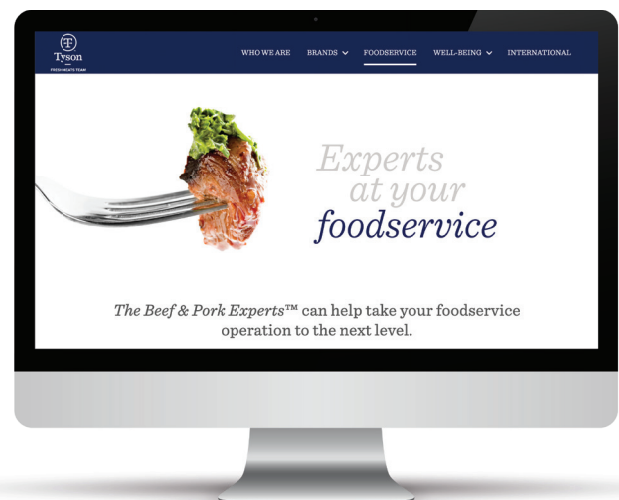
For *Chairman's Reserve* Prime Beef and Pork: A higher quality product comes with a higher level of store support. The Certified Butcher Program is offered to qualified retailers, providing a first-rate consumer experience. Qualifying team members are recognized as "Certified Butchers" receiving exclusive marketing materials, along with a plaque for successfully completing training.



foodservice

All *Chairman's Reserve* Meats products are backed by the Tyson Fresh Meats Foodservice Team. Operators that partner with *the beef & pork experts* receive:

- On-time product delivery and unmatched customer service focused on their needs
- Trend analysis
- Culinary ideation
- Menu branding and optimization
- Marketing tools to help elevate their foodservice operations



Choose **Chairmans.com**

brand elements: logo



**CHAIRMAN'S
RESERVE**

minimum size

To remain legible, do not use the logo at a size smaller than 1 inch tall.

clear space

To position the logo for maximum impact, consider the surrounding clear space. Competing headlines, images and other visuals must be kept outside the clear space.

At the logo's desired size, clear space on all sides is always equal to 1/2 of the width of the CR shield.





**CHAIRMAN'S
RESERVE®**

Have questions, interested in learning more or want to write a story about *Chairman's Reserve* Meats?

Contact us today.

LAUREN NEUMAN

Public Relations Manager, Midan Marketing:

l.neuman@midanmarketing.com

OZLEM WORPEL

Senior Brand Manager, Tyson Fresh Meats:

ozlem.worpel@tyson.com