



# Blind Taste Test Proves Satisfaction

## Actions speak louder than words

The adage “actions speak louder than words” holds true with *Star Ranch Angus*® beef. Our brand was founded on the principles of providing fresh, consistent, dependable Angus beef.

We work hard to exceed all consumer expectations and ensure every cut is delicious, juicy and flavorful. Simply put — if our product doesn’t meet a consumer’s standard of excellence, it doesn’t meet ours.

## Ensuring consumer satisfaction

Our goal is 100% satisfaction, every time. And we go the extra step to prove it. We test our product performance with consumers to make sure we’re living up to our brand promise.

Every year, we set out to learn what consumers expect from fresh beef products and how *Star Ranch Angus* beef delivers on those expectations.

In October of 2017, we conducted a blind taste test among 48 consumers who shop stores that sell *Star Ranch Angus* beef and consumers who shop stores that do not sell *Star Ranch Angus* beef in the metro Cincinnati area.

Taste test participants were:

- The primary grocery shopper in their household (or share the responsibility)
- Between the ages of 25-75
- Have a high school education or higher
- Employed full- or part-time
- Enjoy eating fresh beef at least 2-3 times a week

Participants were asked to rate specific attributes related to the beef they tested. In all, three cuts were reviewed — ribeye, sirloin and NY strip. All the beef was cooked to the same specifications by a culinary expert.



Results from the October 2017 blind taste test:

**9 out of 10**

people would consider purchasing it after trying it\*

**9 out of 10**

people would consider recommending it to a friend after trying it\*

**9 out of 10**

people agree it's both juicy and flavorful\*

**100%**

of people are satisfied with *Star Ranch Angus* beef\*



\*Consumer Research, N=48, Metro Cincinnati, October 2017.

**Five-star satisfaction**



Hear what some of our 46,000 Facebook followers have to say about *Star Ranch Angus* beef:

**“I run the #1 independent meat dept in Virginia and *Star Ranch Angus* beef is the best.”**

Michael Painter, White Stone, VA

**“We use *Star Ranch Angus* beef at Pearl’s BBQ in Los Angeles, CA. It’s great!”**

Dana Blanchard, Los Angeles, CA

**“*Star Ranch Angus* beef is the best you can buy! You can always count on the best quality and flavor!**

**My family loves it!**

**If you’re not eating *Star Ranch Angus* beef...what are you waiting for?!”**

Sally Deeser, Canton, OH

Here's just a sampling of the rave reviews *Star Ranch Angus* beef received from respondents and consumers:

"It had just enough fat marbled through it, it was like little flavor bombs in your mouth."

"My mouth was singing, like this is good! I am into texture, it did not go dry in my mouth."

"When my knife went right through I started salivating."

"As soon as it hit my mouth it just exploded, the juiciness."

"It burst in my mouth, like fireworks, POW!"

"I could taste the marbling, you get that little burst, and you get that extra flavor and sensation. One of the best pieces of meat I've had in a long time."



### The Satisfaction Promise

*Star Ranch Angus* beef consistently delivers on consumer satisfaction. But if for any reason a consumer is not 100% satisfied with their *Star Ranch Angus* beef experience, we take action with our Satisfaction Promise.

Our Satisfaction Promise is simple – if a consumer is ever dissatisfied with our product, we make it right. How do we do that? First, we send a personal letter expressing regret that their experience did not meet their standards and include a \$25 *Star Ranch Angus* beef voucher. The store where the *Star Ranch Angus* beef was purchased also receives a 100% refund.

### Deliver Confidence

We're confident in our *Star Ranch Angus* beef products and stand behind them with a 100% Satisfaction Guarantee. Backed by the *Star Ranch Angus* Brand Satisfaction Promise, your customers will always be confident in our consistent, reliable and quality products – or we'll make it right.

For questions about our Satisfaction Promise, or how *Star Ranch Angus* beef can add value to your meat case, contact a Tyson Fresh Meats Team expert at:

[TysonFreshMeats.com/get-in-touch](https://TysonFreshMeats.com/get-in-touch)

