



STAR RANCH ANGUS[®]

— ★ BEEF ★ —

Media kit





Real. American. Beef.™

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





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Star Ranch Angus brand *Brand benefits*

The boost of a brand

When consumers feel connected to brands, 57% will increase their spending with that brand and 76% will buy from them over a competitor.¹

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



¹Source: Nielsen 4/29/2020 data

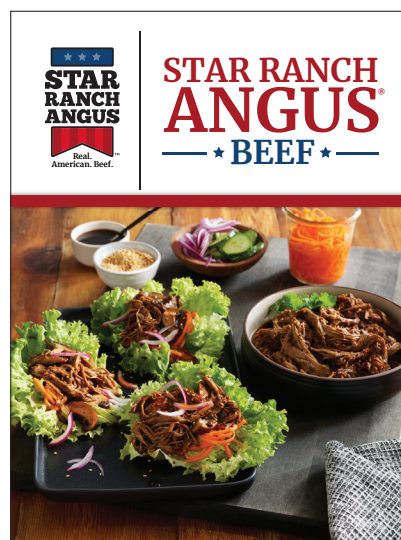


Star Ranch Angus brand *Marketing support efforts*

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 2020, we presented a \$13,500 grant to the Amarillo Independent School District and an \$11,500 grant to Lexington public schools, both to benefit early literacy efforts.





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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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