



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 our high-quality beef and pork products 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 their options in the meat case, 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 Angus beef.

Angus beef:

Dollar sales of Angus beef increased **25%** in 2020 compared to 2019.¹

Angus beef:

73% overall increase during that one-year period, with 11-**19%** monthly increases.²

pork

From spring 2018 to spring 2019³, consumers also became more aware of pork attributes 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%**

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¹Nielsen Fresh Coverage Area, xAOC, 52 weeks data ending 12/26/2020

²Fall 2018 Beef Consumer Monitor

³Spring 2019 Pork Consumer Monitor



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branded high-end proteins

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.

- Shoppers may base their primary grocery store on the quality and selection of their meat and produce departments. But are you aware 96% of consumers in a recent study recognize Angus as a term associated with beef?¹ They also associate the word Angus with quality. By setting apart your meat department with a quality Angus brand like *Chairman's Reserve* Meats, you can differentiate yourself from other stores in your market and drive repeat purchases by providing your shoppers with a positive eating experience every time.
- Manufacturer brands have been growing in popularity with shoppers over the last 9 years. In fact, fresh meat purchases of manufacturer brands have more than doubled.¹
- Shoppers say the biggest reason for buying brands is better quality, better taste, and better flavor.¹

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.

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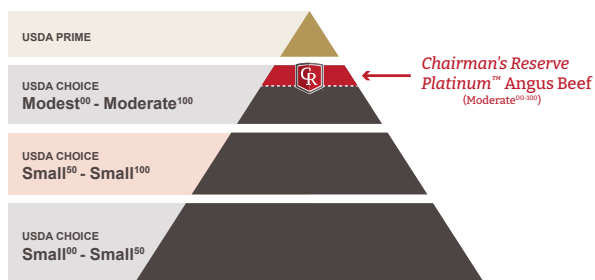
¹The Power of Meat 2021, © Food Marketing Institute, Foundation for Meat & Poultry Research & Education



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Chairman's Reserve Platinum™ Angus Beef

- 100% Angus
- Upper 1/3 USDA Choice quality (Moderate⁰⁰⁻¹⁰⁰ marbling)
- Less than 1-inch fat thickness
- Grade A maturity with less than 30 months of age
- Ribeye area of 10-16 square inches
- No hump exceeding 2" in height
- Free of "dark cutting" characteristics
- Moderately thick muscling/No dairy influence



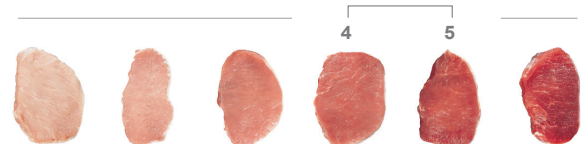
Chairman's Reserve Prime Pork

- 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

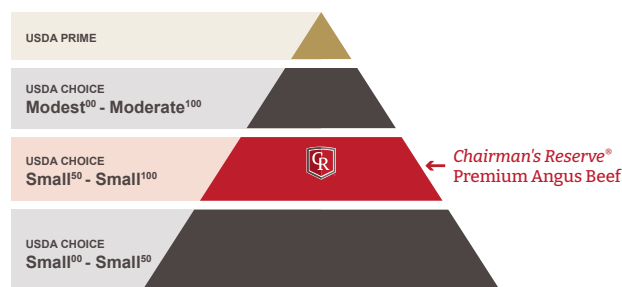


Our color standard: Scores ranging from 4-5



Chairman's Reserve Premium Angus Beef

- 100% Angus
- USDA Choice quality (Small⁵⁰⁻¹⁰⁰)
- Medium or fine marbling texture
- Grade A maturity
- Moderately thick (or better) muscling/No dairy influence
- Neck hump to not exceed 2" in height



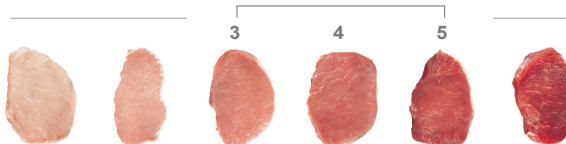
Chairman's Reserve Premium Pork

- 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





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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

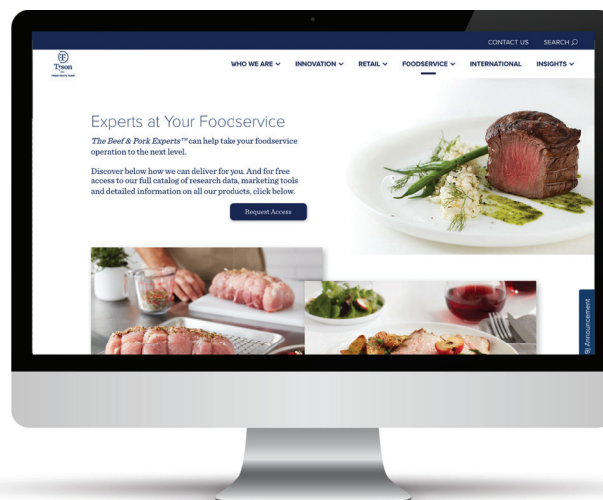
For *Chairman's Reserve Platinum* Angus Beef and Prime Pork: A higher quality product comes with a higher level of store support. The Certified Butcher Program is offered to qualified retailers, providing a first-rate consumer experience. Qualifying team members are recognized as "Certified Butchers"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



foodservice

The superior quality of *Chairman's Reserve* Meats products makes it a great brand for foodservice. 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



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brand elements: logo



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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 shield design.





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

Contact us today.

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