



# THE STERLING SILVER GUARANTEE

Serving Sterling Silver® Premium Meats on your menu guarantees the beef you serve will be:

## CONSISTENT

Our stringent evaluation process guarantees every cut will perform consistently every time.

## QUALITY

We only select the upper 2/3 of AAA beef.

## MARBLED

All our cuts have marbling (the white fat laced through the cut) graded modest or higher to ensure tenderness and flavour.

## AGED

Our meat is always aged a minimum of 21 days.

### STERLING SILVER PREMIUM MEATS GUARANTEE.

Sterling Silver Premium Meats adheres to strict standards for superior quality, delivering a tender, juicy and flavourful eating experience or your money back.



Just like you thoughtfully choose every ingredient on your menu, Sterling Silver cuts are carefully selected to help create an unforgettable dining experience. Research, development and technology are just a few of the areas we've invested in, so you can serve our beef with pride and confidence. This includes areas like:

### GENETICS & CATTLE SELECTION

We base our procurement on quality, not quantity, because we understand excellent product begins with excellent animals.

### FOOD SAFETY

We're dedicated to reducing and eliminating foodborne illness. Ongoing research and development of new technologies drive accountability across our supply chain.

### HUMANE ANIMAL HANDLING

We consider it a moral obligation to treat animals with dignity and respect. Calm animals provide higher-quality, more tender beef.

### OBJECTIVE QUALITY ASSESSMENT

Our automated Camera Assessment System evaluates marbling, fatness and rib-eye size based on digital images of each rib-eye area.

### TENDERNESS PROCESS

Our patented Snip and Shock process ensures every Sterling Silver product delivers a consistently tender eating experience.

### BEEF SELLING STATISTICS

**42%**

of consumers say they would like restaurants to offer a wider variety of beef entrées.<sup>1</sup>

**46%**

of Millennials say they're willing to spend more on a meal that features new or unique flavours.<sup>2</sup>

**72%**

of full-service operators say steak increases foot traffic.<sup>3</sup>

