



*All that matters
is your satisfaction and
delight with every serving.*

*Chairman's Reserve® Certified Premium Beef is
renown across the country, endorsed by leading
chefs and fine restaurants that must defend their
reputation with every serving, every day.*

*Chairman's Reserve® Certified Premium Beef
delivers the exceptional tenderness, mouth-watering
juiciness and that rich, incredible flavor you have
come to expect in only these finest of dining
establishments.*

*It all begins with the careful selection of exceptional
quality beef. Only cattle meeting the exacting
requirements for desired marbling, maturity and
muscle texture are considered. In fact, less than 25%
of all USDA Choice, or 10% of all fed cattle qualify
for Chairman's Reserve® certification.*

*So, if you're entertaining or having a casual family
meal, relax and enjoy, knowing you couldn't have
selected a finer brand of beef to serve your family
and friends.*

TENDER, JUICY & AGED TO PERFECTION