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PHOTOS: <http://www.cabpartners.com/news/photos/Rosenberg-Jones.jpg>
<http://www.cabpartners.com/news/photos/Walenciak.jpg>
<http://www.cabpartners.com/news/photos/Steamship-Round.jpg> (see value example below)

Around the round

Highly versatile, the beef round rises above the grinder.

By Jill Seiler

Imagine your job is to sell beef as a menu solution, beyond the classic presentations of prime rib, filet mignon, strips and sirloin. Those are known for tender, flavorful and juicy steaks, but also known for hefty price points. Could your job include exploring new cuts and applications from the underutilized round?

It's not so farfetched, according to presenters from the *Certified Angus Beef*[®] (CAB[®]) brand at its Foodservice Leaders Summit in Napa, Calif., earlier this year.

The 160 beef marketers from CAB partner foodservice distributors and processors who paid to attend the annual educational summit certainly paid attention. After all, they could pay much less for an “end meat” round than any of the middle meats traditionally adorning customer menus. Top sirloin, often listed at the lowest price there, could make way for a new cut procured for \$1 less per pound.

CAB Packing Director Clint Walenciak admitted the round has not instilled much sales excitement in the past, but math and knowledge could change that. He noted several cuts such as the eye, inside round, the heel, knuckle and bottom round represent low-cost opportunities.

The company's slide presentation shared one idea on how to make “knuckle sandwiches” from smoked, slow-cooked and pulled beef from the knuckle.

“Since these items don't have major premiums on them, you can upgrade to CAB and really increase the quality for customers,” Walenciak said, noting a cut with less marbling would not produce the same satisfaction.



