

Leverage the power of a breed-specific program with the incomparable quality of the 1855 Brand.™



The Power of Black Angus

For those interested in the promotional power of a breed-specific choice beef program, the quality of our Black Angus delivers like no other.

- The Black Angus breed is known throughout the world for delivering a phenomenal eating experience with rock solid consistency.
- Consumers respond to the Black Angus name on menus and in meat cases.
- Strong consumer pull of the Black Angus name means increased purchase intent and higher returns.



The Unparalleled Quality of the 1855 Brand™

When you combine the power of the Black Angus name with the exceptional eating experience of the 1855 Brand, you get the best of both worlds.

- The 1855 Brand Premium Black Angus Beef program goes beyond typical Angus programs, thanks to an unprecedented level of consistency and quality assurance.
- Upper 2/3 USDA Choice, hand selected for ideal marbling.
- Only the top 10% of our already superior cattle make the cut.
- Aged minimum 14 days for maximum tenderness.
- Bright cherry red lean and finely textured.
- A government certified program.

Incomparable Cattle Selection & Availability

No one starts with a bigger selection of the very best Black Angus cattle than we do – and only 10% of those already superior cattle measure up to our standards. Plus, we offer the greatest availability because we've aligned ourselves with more of the nation's top cattle producers.

- Our cattle are USDA Certified to meet strict program criteria.
- All are Midwestern grain-fed and given a 100-day minimum high-energy grain diet.
- 1855 Brand specifications prevent poor eating-quality breeds, such as the Brahman and Dairy cattle influence, from even being considered.
- To ensure we receive a consistent supply of the highest quality cattle, our value-based procurement program rewards producers for meeting high standards.
- Our constant feedback on carcass quality drives our producers to continually improve cattle standards.
- All live cattle management is in accordance with NCBA Beef Quality Audit Guidelines.

Total Quality Assurance

With 1855 Brand Premium Black Angus Beef, you can expect a level of consistency unsurpassed by any premium Angus program in history. That's because our unprecedented, relentless and comprehensive Quality Assurance Program upholds the most exacting standards of animal selection, product quality and food safety.

The ultimate result? The ultimate eating experience – exceptionally tender, incredibly juicy and overflowing with classic, unforgettable beef flavor, every time.

- Each cut is hand selected to meet the exacting 1855 Brand standards for ideal marbling – one of the keys to indulgent flavor.
- Aged minimum 14 days for a 29% increase in tenderness – another key to an exceptional eating experience.
- Super-trimmed to 1/4" for higher yields, less waste and greater returns.
- Produced exclusively in two state-of-the-art plants where we maintain quality control over everything, from cattle sort to trim and packaging. No other premium Angus program can guarantee this level of control.
- Unparalleled level of food safety from the undisputed industry leader in food safety innovation, with more groundbreaking food safety firsts than anyone else.

- Safety assured via numerous proprietary food safety processes, including our Swift MultiCheck™ multiple hurdle intervention system that attacks pathogenic bacteria several times at critical points in the production process.
- Extra safety measures are built into every process. Every single cut not only meets but *exceeds* accepted safety and quality standards.

ATTRIBUTE	SPECIFICATION	BENEFIT
G-Schedule	G-70	Program is certified by the USDA Grading Service
Breed	51% Black	Angus breed is known for great marbling and eating quality
USDA Grade	USDA Choice	Score and texture specs ensure that only the upper 2/3 of choice cattle make the grade for 1855 Brand™ Premium Black Angus Beef
Marbling Score	Modest [®] or higher	
Marbling Texture	Fine to Medium	
Maturity	A Maturity	These younger cattle are more consistent in flavor and tenderness
Yield Grade	3.9 or less	Lower yield grades have a higher ratio of lean to fat, providing greater cutability and value
Hump	2 inches or less	Hump and muscling specs select out Brahman and Dairy breed cattle
Muscling	Moderate and higher	
Production	Grand Island, NE & Greeley, CO	Midwestern, grain-fed cattle processed in one of two state-of-the-art facilities

EXCLUSIVE QUALITY

Only the very best USDA Choice Black Angus beef, featuring modest to moderate marbling, qualifies as 1855 Brand.

