



NATURAL

CEDAR CANYON™ PRIME RIB BURGER FOR THE ARTISAN IN EVERY OPERATOR.

Signature, specialty burgers can help define a restaurant's reputation. Whether it's a profit-rich glam burger of your own creation, an exciting new salad concept or an innovative sandwich, our naturally crafted Cedar Canyon™ Prime Rib Burger allows you to think inside or outside the bun and build a loyal, growing customer base.



Cedar Canyon™ Prime Rib Burger

- Made exclusively from the Primal Rib
- All natural*, no added ingredients
- Premium steakhouse flavor
- Satisfies consumer demand for upscale flavor profile
- Premium menu experience generates higher profit margins
- Provides exceptional menuing versatility
- Gluten Free

* minimally processed; no artificial ingredients





ITS INCREDIBLE, NATURAL FLAVOR IS MATCHED ONLY BY ITS VERSATILITY.

As every operator knows, the all-American burger is quickly becoming anything but ordinary. Consumers love premium beef under the bun and relish exciting new flavor profiles to satisfy their ever-increasing adventurous palates.

The Cedar Canyon™ Prime Rib Burger is an exceptional addition to your burger menu because it provides your guests with the upscale, premium quality they crave while giving you unprecedented menuing versatility with natural, steakhouse flavor appeal.

Product Code	Description	Case Weight (lbs.)
770992	BEEF PTY 8 oz. PRM RIB	10 lbs.
770993	BEEF PTY 5.3 oz. PRM RIB	10 lbs.

COOKING INSTRUCTIONS

- Keep patties frozen until ready to cook
- Preheat grill to 350°F
- Place patties on the grill and turn when juices start to pool and run clear
- Remove patties when temperature reaches 160°F
- Patties should be cooked to an internal temperature of 160°F

We know what great burgers are all about.

THE JUICY FACTS ON PREMIUM BURGERS!

- 43% of surveyed chefs believe that gourmet burgers are a hot trend.*
- The largest point of burger differentiation for burgers comes from the quality of the beef.**
- Specialty burgers make up the largest single category of burger varieties listed on full-service restaurant menus.***
- At full-service restaurants, consumers cite quality, portion size and fresh ingredients as the most appealing factors.***
- Consumers say the best way for operators and manufacturers to position a burger as “premium” is to use a high-quality meat.***
- Regardless of restaurant segment, consumers are willing to pay more for burgers that they consider to be specialty offerings than for standard burgers, and will pay the highest prices for a burger they perceive to be premium.***

Sources: *National Restaurant Association “What’s Hot in 2010” American Culinary Federation Chef Survey,

**Mintel Menu Insights, June 2010 Report,

***The Burger Consumer Trend Report, Technomic, Inc., 2009

At Cargill, we put everything we know into every burger you serve, delivering best-in-class skill sets encompassing all aspects of the ground beef business, including food safety, risk management, innovation and operational excellence. For more information on how our ground beef program can help your operation succeed, give us a call at **1-800-373-6515**. www.cargillfoodservice.com



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