



Braveheart
BLACK ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY®

a cut above
EXTRAORDINARY

Our exclusive PathProven™ food trace technology is used to not only establish a link between an animal and each cut of meat, but also to genetically ensure that our beef is the highest quality and provides the best possible eating experience.

Our facilities use a slower line production with a focus on craftsmanship, ensuring a premium ¼ inch trim specification, a more consistent product, and higher yields in the kitchen.

All cattle raised for the Braveheart program are sourced from the Midwest within 200 miles of the pack facility to reduce both stress on the animals and the carbon footprint on our environment.

Braveheart cattle are raised humanely, and are much smaller than the industry average. In addition, to prevent heat stress on the animal, cattle come from the Midwest—no further south than Kansas.

Braveheart cattle are fed a vegetarian diet **ONLY** and finished on corn for superior flavor and tenderness. No animal by-products are used in the feed process.

Braveheart beef is the premier angus beef program in the country and is only available through Performance Foodservice.



BRAVEHEART

vs.

OTHER



1/4" maximum trim spec



Produced from cattle that are primarily USDA Prime and Choice



Separates product which qualifies as high choice (upper 2/3 of choice grade)



Produced only in plants located in the upper Midwest



Produced only in plants where the average quality grade exceeds the national average by 10-20%



USDA approved "Black Angus" program with a label declaration stating product is black angus



100% U.S. grain-based diet



Source verification, including traceability and third party audit of producers



Exclusively offered by



A Cut Above Extraordinary



- Midwestern corn-based feeding program contributes to the beautiful marbling that produces superior flavor and tenderness.
- Consistency through our pioneering PathProven® program, which enforces exacting specifications to ensure premium quality.
- Angus-verified cattle born on U.S. family farms and raised and fed in Progressive Beef, third-party audited Midwest feed yards.
- Much more regimented trim specifications than conventional packer stipulations.
- Processed in state-of-the-art facilities by skilled craftsmen who focus on precision.





Braveheart Black Angus Beef® redefines premium beef, setting a higher bar for quality, tenderness and taste. Our beef starts with cattle born on family farms in the U.S. and raised in the Midwest with an emphasis on humane practices and sustainability. They are processed in state-of-the-art facilities that focus on quality and consistency. Based on our heralded PathProven® process, Braveheart is available exclusively through Performance Foodservice in a full line of beef, spanning carefully cut steaks to mouthwatering burgers. No matter your operation's needs, you can depend on Braveheart Black Angus Beef to be a cut above extraordinary every time.

Braveheart stands out from the rest because it was designed to exceed operators' expectations for quality beef. We spent time talking with chefs and restaurant owners, asking them about their "beef" with the other beef brands on the market, and about what they were looking for in a premium line. They unanimously focused on four critical areas of importance: Taste, Quality, Trim and Consistency. Our unique PathProven® program enables Braveheart to deliver on all four—it's our standard of excellence.

Braveheart Black Angus Beef® offers operators a wide portfolio of superior products to meet customer demand at any level, spanning high-end steakhouses, burger joints, and innovative top-tier restaurants. Our variety of primals and cuts ranges from well-known, sought-after steaks to



obscure, new cuts that are perfect for experimental chefs. We also sell whole loins if you like butchering in house. And, our burgers are unparalleled in terms of cook-size retention, ease of preparation, juicy flavor and performance. Whatever type of beef you serve, you'll find a superior Braveheart selection in our full line of products.

For our full Braveheart story and customer testimonials visit www.braveheartfoods.com.

"It's a combination of things that make Braveheart the best meat I've seen and tasted in 76 years in the business. Braveheart has its own taste – nothing like it. It exceeds anything that's out there."

— Frank Murphy, Oakes Farms, FL

"Consistency, consistency, consistency—this is the MAIN reason I buy Braveheart. Day in and day out I know that the steak I had a month ago will taste the same as the steak I have today. I love the flavor, the taste and texture. Excellent!"

— Paul Simbliaris, Tuckaway Tavern, NH

For more information and pricing on Braveheart Black Angus Beef® contact members of the Braveheart Team: Steve Sands, Steve.Sands@pfgc.com; Brad Morgan, Brad.Morgan@pfgc.com, and Mark Vasas, Mark.Vasas@pfgc.com.