



SMARTER BEEF 

FACT SHEET

Company Information

Products:

Ground Beef

92% Lean Ground Beef, 92% Lean Ground Beef Patties,
96% Lean Ground Round, 96% Lean Ground Sirloin,
92% Lean Frozen Ground Beef Patties

Fresh Cuts of Beef

Strip Steak, Ribeye Steak, Sirloin Steak, Flank Steak,
Top Round Roast and Steak, Eye of Round Roast and Steak,
Tenderloin Roast and Steak

Fully Cooked Entrees

Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, Meat Loaf with Tomato Sauce,
Smoked and Sliced Beef Brisket, *Italian Style* Meatballs

All products are naturally lean beef derived from cattle raised on natural grasses and grains. Neither growth hormones nor antibiotics are used in the raising of the cattle.

Availability:

Approximately 7,000 stores in 47 states
(excluding Hawaii, Rhode Island and Vermont)

2010 Sales:

More than \$170 million

Founded:

1985 by Laura A. Freeman in Kentucky

Headquarters:

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