

Retail Resources Order Form

Please check the box next to the beef retail resources you would like and fax in your order.

Beef Cuts Posters

English and bilingual cuts charts for beef and veal in poster and handout size

Beef Training Camp

Beef training resource for in-store meat department staff

Beef Made Easy® Ad Planner

License-free photography and recipes for circulars and signage

Beef Value Cuts Information

Cutting guides and merchandising tips for the new cuts from the chuck and round

Consumer Beef Brochures

Variety of consumer brochures to display at the meat case

Brochure Holders

Acrylic holders with "Beef. It's What's for Dinner." logo

Spanish-Language Beef Resources

Recipe and nutrition brochures for the Hispanic consumer

Quarterly Beef Retail Newsletter

Double-sided newsletter with seasonal beef information

E-mail Advisories

Timely talking points and information on current beef issues

For resources, questions, or information please contact:



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retail@calbeef.org

General Beef Information
www.beefitswhatsfordinner.com

Retail Specific Information
www.beefretail.org

Beef Value Cuts Information
www.beefinnovationsgroup.com

BEEF
IT'S WHAT'S FOR DINNER.®



STORE NAME: _____ CONTACT: _____

ADDRESS: _____ CITY: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____ NUMBER OF STORES: _____

If more than one store, please provide corporate contact information.

CORPORATE CONTACT: _____

ADDRESS: _____ CITY: _____ ZIP: _____

CORPORATE PHONE: _____ CORPORATE FAX: _____