



CHAIRMAN'S
RESERVE®



MEDIA KIT

***Chairman's Reserve®* Meats**



CHAIRMAN'S
RESERVE



our mission

Chairman's Reserve® Meats is a selective lineup of exceptional, high-quality fresh meat offerings all under one brand. With our high-quality beef and pork products we provide an unparalleled eating experience.

We adhere to exacting quality standards for our hand-selected *Chairman's Reserve* Meats products. The *Chairman's Reserve* Meats team delivers a level of consistency, quality and consumer confidence that no other brand can.

quality matters more than ever

Consumers are more aware of their options in the meat case, and their appetite for high-quality beef and high-quality pork is on the rise.

beef

There is a growing demand – reflected in consumers' purchasing behavior – for Angus beef.

Angus beef:

96% of consumers associate "Angus" with quality beef.¹

Premium demand:

Shoppers across all income levels, even low-income households, are seeking a premium experience.²

pork

From spring 2018 to spring 2019³, consumers also became more aware of pork attributes and/or purchased more pork.

Prime pork:

Awareness of this category rose from 73% to **81%**, and monthly increase in purchases rose from 8% to **11%**

Premium pork:

Awareness of this category rose from 80% to **86%**, and monthly increase in purchases rose from 10% to **14%**

Choose**Chairmans**.com

¹ Tyson Q3 2020 Consumer Monitor

² IRI 2021

³ Spring 2019 Pork Consumer Monitor



CHAIRMAN'S
RESERVE



branded high-end proteins

The look and feel of the *Chairman's Reserve* Meats brand is carefully considered and executed. When consumers can easily recognize quality products, those products have selling power.

- Shoppers may base their primary grocery store on the quality and selection of their meat and produce departments. But are you aware 96% of consumers in a recent study recognize Angus as a term associated with beef?¹ Retailers can differentiate themselves from other stores in their market and drive repeat purchases by providing shoppers with a positive eating experience every time.
- Manufacturer brands have been growing in popularity with shoppers over the last nine years. In fact, fresh meat purchases of manufacturer brands have more than doubled.¹
- Shoppers say the biggest reason for buying brands is better quality, better taste, and better flavor.¹

a name that carries weight

The *Chairman's Reserve* Meats brand is the only dual-protein, multi-tiered offering from one supplier and delivers:

- Consistent, high-quality beef and pork products
- Optimal marbling and bright coloring that result in tender, juicy and flavorful products
- Superior taste and unrivaled flavor
- A reliable eating experience
- A comprehensive education and training platform on meat quality

superior support

The *Chairman's Reserve* Meats brand is supported by the Tyson Fresh Meats Team, which means:

- We uphold a high standard of service you can trust.
- We participate in the *FarmCheck*® program initiative and other audited programs that address responsible animal welfare, handling and sustainability.
- We deliver excellence in both products and service through our strategically located U.S. production facilities and service centers.

Choose**Chairmans**.com

¹The Power of Meat 2021, © Food Marketing Institute, Foundation for Meat & Poultry Research & Education



CHAIRMAN'S
RESERVE

retail

All *Chairman's Reserve* Meat products are backed by the Tyson Fresh Meats Team, known for delivering superior sales support and product excellence. Retailers that partner with *the Beef & Pork Experts™* receive:

- On-time product delivery and unmatched customer service focused on their needs
- Engaging point-of-sale materials (digital and in-store) and customer-specific marketing support
- Product support and training
- Category management and consumer insights

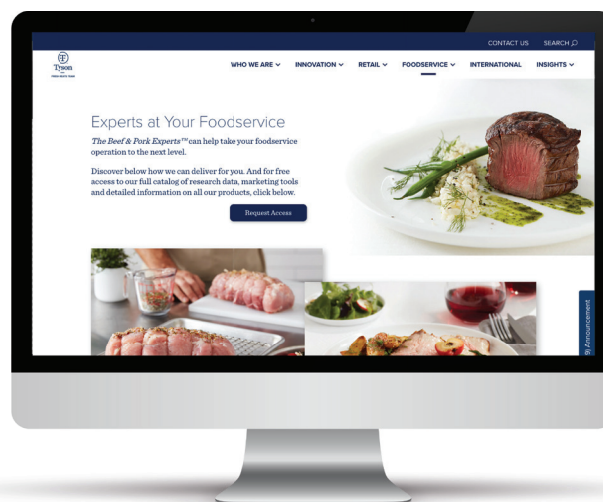
For *Chairman's Reserve Platinum™* Angus Beef and *Chairman's Reserve Prime Pork*: A higher quality product comes with a higher level of store support. The Certified Butcher Program is offered to qualified retailers, providing a first-rate consumer experience. Qualifying team members are recognized as "Certified Butchers" receiving exclusive marketing materials, along with a plaque for successfully completing training.



foodservice

The superior quality of *Chairman's Reserve* Meat products makes it a great brand for foodservice. Operators that partner with *the Beef & Pork Experts™* receive:

- On-time product delivery and unmatched customer service focused on their needs
- Trend analysis
- Culinary ideation
- Menu branding and optimization
- Marketing tools to help elevate their foodservice operations



Choose**Chairmans.com**

brand elements: logo



minimum size

To remain legible, do not use the logo at a size smaller than 1 inch tall.

clear space

To position the logo for maximum impact, consider the surrounding clear space. Competing headlines, images and other visuals must be kept outside the clear space.

At the logo's desired size, clear space on all sides is always equal to $1/2$ of the width of the shield design.





**CHAIRMAN'S
RESERVE**

meet our world-class pitmasters

The *Chairman's Reserve*® Meats pitmasters are valuable resources used for a variety of initiatives such as, events or demonstrations, recipe development, shopper marketing support, cooking videos and more.



Tuffy Stone

EAST COAST

Tuffy “The Professor” Stone, a former marine, has many years of culinary experience inside the kitchen and outside on the grill. Tuffy is a six-time World Barbecue Champion pitmaster, a Barbecue Hall of Fame inductee, and restaurateur and caterer supreme. He also has his own line of BBQ spices, a recipe book, and not to mention he’s a former reality star from Destination America’s show “BBQ Pitmasters.”



Sterling Ball

WEST COAST

Sterling “Big Poppa” Ball has over 30 years of culinary experience cooking and developing recipes. He also has a well-established line of BBQ spices and sauces and has even created a highly respected, billion-dollar national chain. He’s highly involved in the BBQ competition world and actively competes throughout the year.



Fred Robles

TEXAS

Fred Robles is a butcher that knows meat and BBQ. For him, cutting meat is a work of art and his champion titles as a barbecue competitor prove it. He also gets a lot of practice at his butcher shop, Rio Valley Meat. He is well known among the BBQ crowd in the Texas region and actively serves on the Champions Barbecue Alliance sanctioning body.



Justin McGlaun

IOWA

Justin and his family are active barbecue competitors from Iowa and have taken home many championship titles over the last decade. Even his young son competes and recently placed first at the American Royal in 2019.



Have questions, interested in learning more or want to
write a story about *Chairman's Reserve* Meats?

Contact us today.

LAUREN NEUMAN

Public Relations Specialist, Midan Marketing:

l.neuman@midan.com

BRITNEY BANUELOS

Senior Brand Manager, Marketing, Fresh Meats:

britney.banuelos@tyson.com