

EVALUATION

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METHODOLOGY

The major portion of the 120 individual tests conducted focused on the product's primary use as a center-of-the-plate item in an upscale foodservice establishment.

We had chosen certain meat cuts in order to apply a variety of different cooking methods, which highlighted the versatility of the products. This effort was somewhat limited by the availability of like cuts.

- Our evaluations concentrated not only on the most frequently used moist and dry cooking methods, including grilling, broiling, sautéing, roasting, braising, boiling and smoking/barbecuing, but also introduced variations on special preparations such as spice rubs, marinations and freezing.



CMCs Ed Leonard, Ferdinand Metz and Fritz Sonnenschmidt
Grouping Meats Prior to Cooking



Marinated Beef

- All cuts, when appropriate, were seasoned with salt and pepper prior to cooking.



Spice-rubbed, smoke cooked brisket

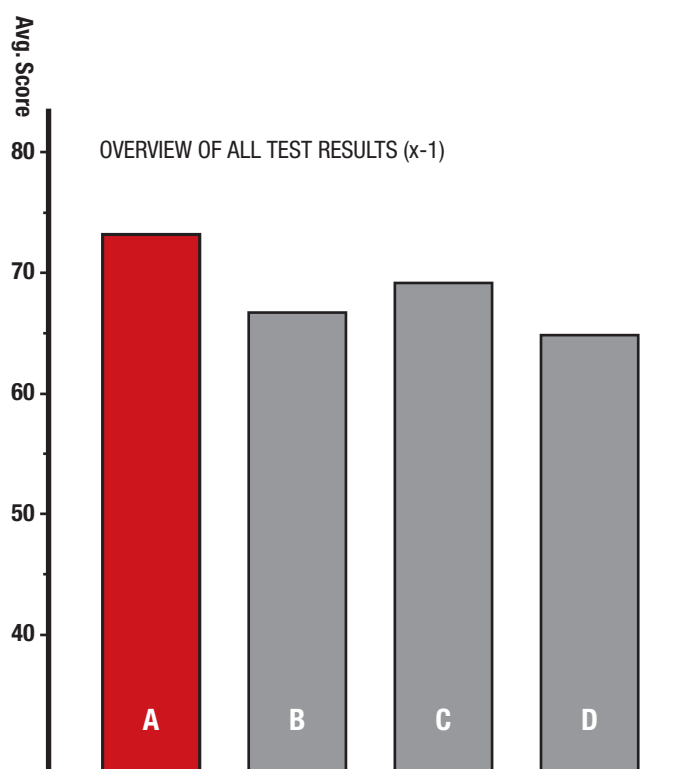


OVERVIEW OF ALL TEST RESULTS

CONCLUSION

Our extensive testing of 22 different cuts was performed by utilizing a variety of different preparation techniques and cooking methods.

Based on availability, we tested 17 like samples of competitor B, 15 samples of competitor C and 12 samples of brand D. All samples were prepared and cooked simultaneously in the same manner and then compared to the product.



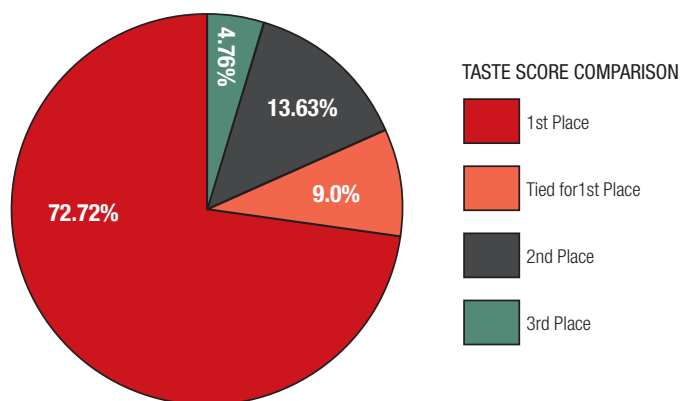
Product A was the clear winner, achieving an overall average score of 73, versus 67 for brand B, 69 for competitor C and 65 for brand D

See detailed test results on Page 19

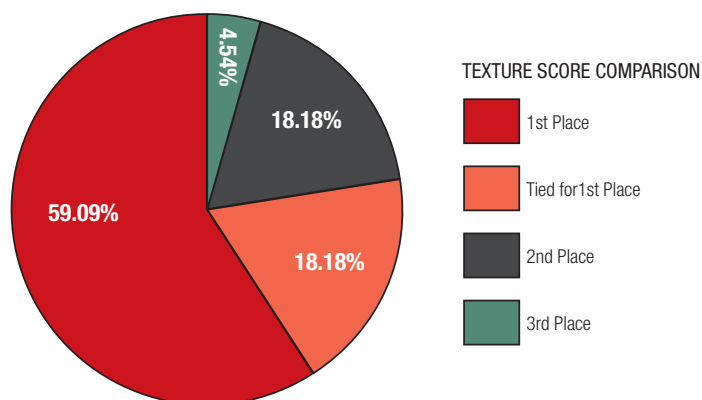


RANKING OF ALL BRANDS

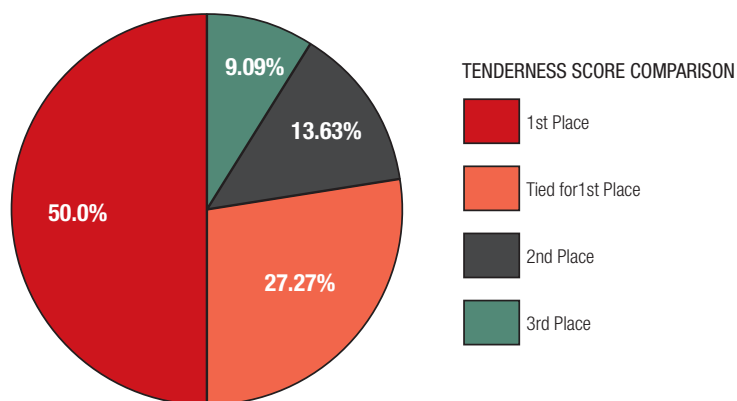
The performance and organoleptic properties of Product A and the various competitive brands are further illustrated in the three pie charts below:



In the all important category of taste, Product A achieved first place ratings in 16 out of 22 tests (72.72%), tied for first place twice (9.0%), took second place three times (13.63%) and came in third only once. (4.76%)

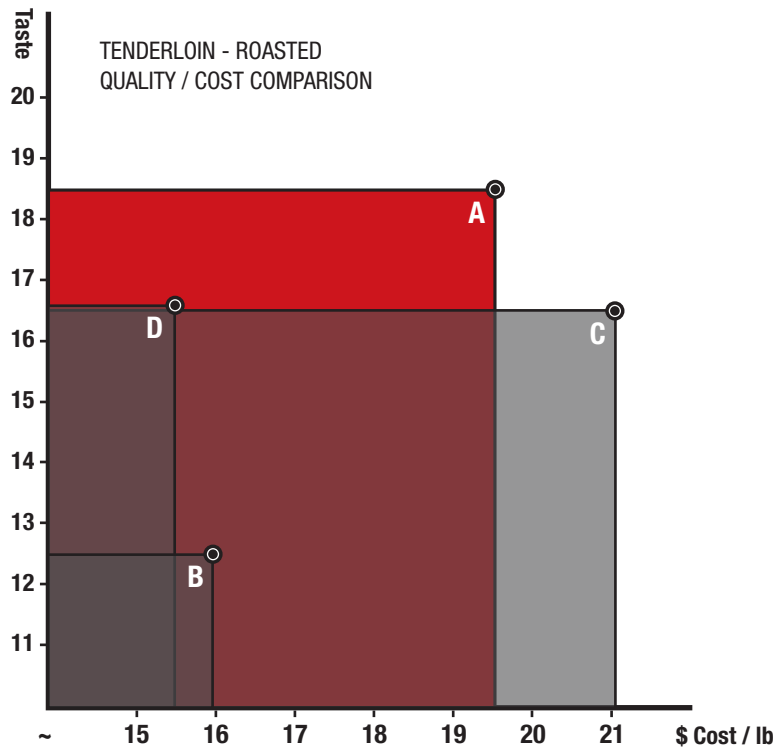
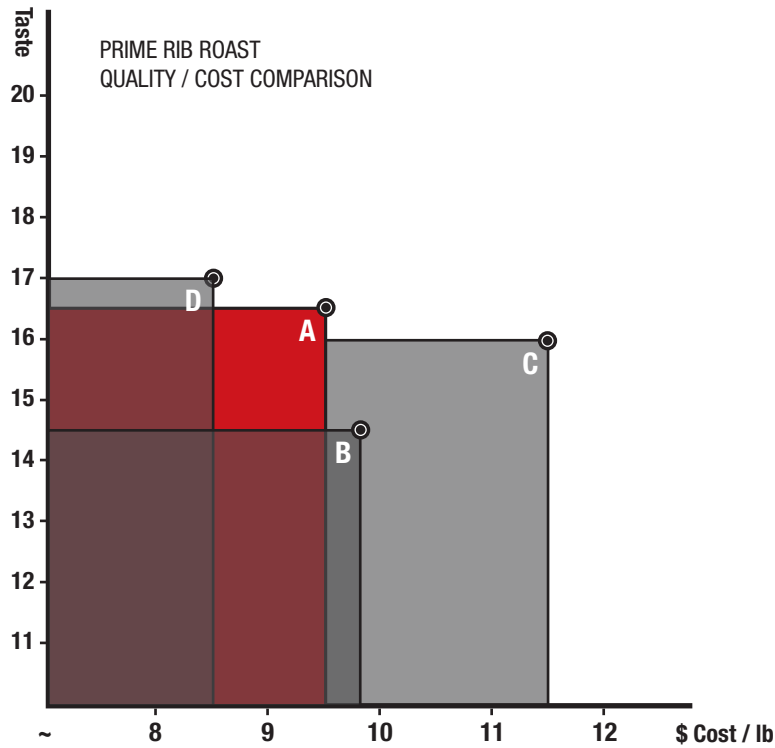


Measuring the texture, Product A took 13 out of 22 first place votes (59.09%), tied for first place four times (18.18%), placed second four times (18.18%) and came in third only once (4.76%)



In the category of tenderness, Product A took 11 out of 22 first place votes (50%), tied for first place six times (27.27%), placed second three times (13.63%) and came in fourth only twice (9.09%)

See detailed scores on pages 21, 22 and 23.





SHEAR PRESS TESTS
SIRLOIN PRIME
USING A TA-7 WARNER-BRATZLER BLADE

Test ID	Firmness	Toughness
	g	g.mm
	Force 1	Area F-D 1:2
Core Cuts		
Sirloin Prime A1	1747.157	8933.137
Sirloin Prime A2	2318.351	11352.405
Sirloin Prime A3	2027.997	11285.763
Sirloin Prime A4	1974.191	11967.131
Sirloin Prime A5	1738.736	9247.212
Average:	1961.286	10557.130
S.D.	238.481	1369.736
Coef. of Variation	12.159	12.975
Sirloin Prime B1	1485.127	8966.956
Sirloin Prime B2	1268.154	7938.163
Sirloin Prime B3	1684.712	10063.949
Average:	1479.331	8989.689
S.D.	208.339	1063.076
Coef. of Variation	14.083	11.826
Rectangular Cuts		
Sirloin Prime A r1	5828.085	28283.865
Sirloin Prime A r2	6430.557	38514.326
Average:	6129.321	33399.095
S.D.	426.012	7234.028
Coef. of Variation	6.950	21.659
Sirloin Prime B r1	3118.658	22939.208
Sirloin Prime B r2	3654.419	26415.447
Average:	3386.538	24677.328
S.D.	378.840	2458.072
Coef. of Variation	11.187	9.961
Conclusion:	Both core and rectangular cuts Sirloin Prime A is firmer and tougher than B	

