



LAMB

A RETAILER'S GUIDE TO SELLING

**WHAT YOUR
CUSTOMERS**

CRAVE





LAMB, FOR A CHANGE

We bring you innovative options your customers crave from dedicated family farms that raise their flock with care. Through our commitment to our ranchers, our lamb flocks, our earth, and to you, our valued retail partner, Superior Farms lives the change we wish to see in the world.

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FLOCKS FIRST

The best of what we do comes by always putting what's best for the flock first. Everything else follows.

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FAMILY-FARMED

Dedicated family ranchers share our commitment to the animals and the environment.

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SUSTAINABLE SINCE 1964

We're committed to sustainable practices that replenish the land for generations.

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EMPLOYEE-OWNED

Every employee has a stake in delivering the highest quality to you and your customers.



WHAT CAN LAMB DO FOR YOU?



LOCAL TREND

The trend toward local is exploding as customers consciously seek out options closer to home. American lamb from local family ranchers is the answer to this fast-growing trend.

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EASY SELL

Share the message with your customers: If you can cook a steak, you can cook lamb. Lamb is surprisingly easy to prepare in a favorite recipe or an exciting new dish.

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UPSELL OPPORTUNITIES

Our preseasoned cuts are an excellent upsell opportunity to minimize the guesswork for your customers.

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MEETING DEMAND

- Lamb leads all other protein in growth at retail.*
- Millennials have higher incomes, focus on cuisine, and are most likely to choose lamb.
- Lamb shows a 12% growth in menu placement at casual restaurants.†

*From *Power of Meat* study, 2016 † From Datassentials MenuTrends™ research, September 2015

A photograph of a woman with long, light brown hair and a young girl with short brown hair, both smiling warmly. The woman is wearing a white lace-trimmed top, and the girl is wearing a white long-sleeved shirt under a purple patterned vest. They are in a kitchen setting with wooden shelves and a white wall in the background. A dark blue horizontal bar with a green gradient is overlaid across the middle of the image, containing the text "A HEALTHIER CHANGE" in white, bold, uppercase letters.

A HEALTHIER CHANGE

Lamb is a delicious and nutritious alternative to the chicken and beef staples. This lean, red meat offers healthier eating that brings on the flavor.

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LEAN

When your customers ask for lean meat, you can wholeheartedly suggest lamb, which meets the FDA definition for lean meat. An average 3-oz. serving of cooked lamb has only 175 calories, 8g of fat, and 3g of saturated fat.

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NUTRITIOUS

Lamb is nutrient-rich, which makes it a natural choice for the growing number of customers who crave healthier options. It's an excellent source of protein, vitamin B12, niacin, and zinc, and a good source of iron and riboflavin.

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RESTAURANTS LEADING THE WAY

Customers are seeking out the flavor and tenderness of American lamb, demanded at white-tablecloth and casual restaurants, food trucks, and with increasingly popular global cuisines.



**COOK
THIS**



**LIKE
THAT**

COOKING LAMB IS AS EASY AS COOKING BEEF OR PORK.

Lamb is as simple and familiar as cooking other cuts your customers are already familiar with. Remind them to use a meat thermometer for best results.

LOIN CHOP → T-BONE STEAK



Loin chops are the lamb T-bones - a tender cut that is perfect for backyard grilling.

RACK → PRIME RIB ROAST



A rack of lamb is a great alternative to a prime rib roast when entertaining. It can be roasted in the oven or cut into "lollipop chops" for an appetizer.

DENVER RIBS → PORK SPARERIBS



Denver ribs, "spareribs," are delicious braised in the oven or slowly cooked on the grill with your favorite marinade.

BONELESS SHOULDER → PORK BUTT



A boneless lamb shoulder is a fun, unique alternative to a pork butt. A boneless lamb shoulder can be stuffed and tied to add even extra flavor when roasting.

FLANK STEAK → FLAT IRON STEAK



These thinner, boneless flanks are quick to marinate and panfry for an easy and affordable dinner option.

GROUND LAMB → GROUND BEEF



Grill lamb burgers just like hamburgers! Look for preformed patties or create your own burgers or sliders with ground lamb.

SHOULDER CHOP → BONE-IN PORK CHOP



This economical cut is very versatile. It can be grilled, panfried or slow-cooked with your favorite spices or herbs.

SELL WITH THE SEASONS

Lamb offers a range of options for your customers throughout the seasons. By featuring season-specific cuts, you can increase your margins while adding value for your customers.

SPRING



SEASONAL FAVORITE: **SHANKS**

Lamb takes the show at Easter during the spring, but don't miss the opportunity to feature lamb at other foodie holidays, too. Lamb shank is a great option for St. Patrick's Day stews, Cinco de Mayo pulled tacos, or Mother's Day brunch at home.



NEW SUGGESTION: **SHOULDER CHOPS**

This is an affordable cut that is a great ad feature item to bring attention to the category. As the weather warms, this is a great grilling kickoff item. It's also an easy alternative protein for weeknight meals.

SUMMER



SEASONAL FAVORITE: **LOIN CHOPS**

The T-bone steak of lamb, the loin chop is a premium showstopper during grilling season. Merchandise to remind customers of this barbecue favorite.



NEW SUGGESTION: **BONELESS LEGS**

With grilling season in full swing, legs are a good alternative to chops. Legs have the price advantage in summer and can be butterflied, ground, or grilled.

OFFER MORE SEASONAL CHOICES

Every season has its go-to lamb favorites. Add value for your customers with new suggestions for cuts and flavors to explore and benefit from seasonal pricing advantages.

FALL



SEASONAL FAVORITE: **LEG ROAST**

As people gravitate from the outdoor grill to the indoor oven, classic leg roast becomes a hot item for Sunday dinners and the Thanksgiving table.



NEW SUGGESTION: **GROUND**

Popular year-round, ground lamb can work to your price advantage in fall. Merchandise as a substitute in fall-favorite comfort dishes, like chili and stew.

WINTER



SEASONAL FAVORITE: **RACK**

The best-known cut of lamb can bring a premium customer to the case, increasing market basket in winter. Great as a traditional main course or as chops for a holiday appetizer.



NEW SUGGESTION: **BREAST AND RIBS**

Supply of this cut is greater in winter, which makes it a lower-cost contrast to premium rack of lamb. Merchandise for smoking, roasting, and braising.

OUR BRANDS



All-natural, American lamb grazes mainly on open pasture lands, and may be fed a supplemental grain diet as needed.



Our ultra-premium brand of lamb is completely grass-fed on the open rangelands of the West Coast.



American ranchers follow the same traditions as the generations before them. Farmer's Mark lamb is never treated with added hormones or antibiotics.

To learn more about Superior Farms American Lamb and discover new recipes and usage ideas, visit superiorfarms.com or follow us [@eatlamb](https://twitter.com/eatlamb)

