



National Beef[®]

Beef Cheeks

SMOKEHOUSE SOLUTIONS[™]





Wow Your Guests

PREMIUM MENU DIFFERENTIATION CUTS

Stay competitive in a crowded marketplace with high-quality cuts from National Beef® that will stand out on your menu: Rib Short Ribs, Center Cut Back Ribs, Thor's Hammer and Beef Cheeks.

The rich, smoky beefy flavor of these cuts is matched only by the dramatic plate presentation. These cuts will not only turn guests into repeat customers, but help boost your profitability.

Small Cut, Big Flavor

HERE ARE A FEW REASONS BEEF CHEEKS WILL STAND OUT ON YOUR MENU:

- Amazingly rich, beefy flavor
- Moist, tender and delicious
- Perfect for pulled beef applications
- Achieves a beautiful bark and smoke ring
- Cooks faster than brisket and other smoked beef cuts
- Ideal for innovative and upscale menu offerings



“ What I love about beef cheeks is the super rich, beefy flavor. ”

JOHN IMBROLIO | OPERATION BBQ RELIEF

CRUNCH THE NUMBERS

Scan the QR code to view our IMPACT Plate Smokehouse Solutions™ cost comparison calculator.



Know Your BBQ Cuts

- Boneless with main cheek muscle, lying external to upper and lower jaw
- Fresh-chilled and vacuum-sealed for extended 30-day shelf life
- Multiple pack sizes available

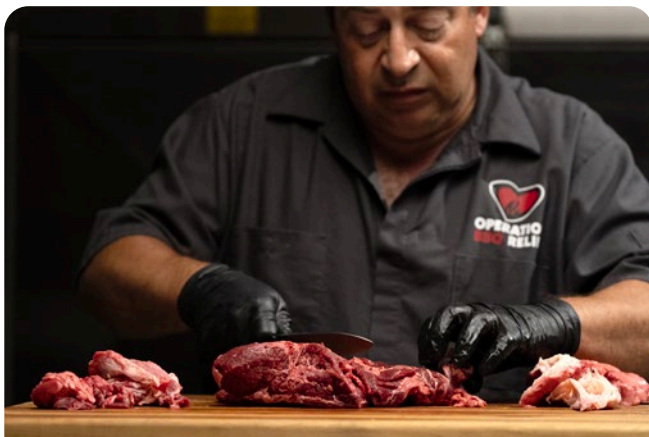
PRODUCT DESCRIPTION	PIECES PER PACKAGE:	PACKAGE WEIGHT:	AVERAGE NET PIECE WEIGHT*
Beef Cheeks	Piece count varies†	3-lb., 7-lb. or 10-lb. options	1.2 lbs.



61%
COOK YIELD**

†Packaged by weight.
*Net weight does not include packaging materials.
**Operational efficiencies will impact results.

Trim & Prep Guidance



Remove larger pieces of excess fat; small pieces render during smoking



Trim silver skin, check both sides

READY TO TRY BEEF CHEEKS?

Contact your sales representative today!

Pro Tips

Build a loyal customer following with the delectable flavor of Beef Cheeks. When smoked low and slow, the collagen breaks down to create a uniquely rich, tender eating experience that's nearly indescribable.

COOKING GUIDANCE[†]

- Approximate Cook Time: 5 hours
- Recommended Cook Temperature: 250°F
- To achieve maximum flavor and tenderness, wrap cheeks in unlined butcher paper once a nice mahogany color is reached (approx. 150°F internal temperature)
- Cook to an internal temperature of 200°F
- Rest for 15-20 minutes before pulling

HOLDING

Not serving it right away? No problem.

Beef Cheeks are very forgiving and hold up well in the hot box.

TASTING NOTES

Your guests will quickly taste why Beef Cheeks are a great choice:

- Super rich, premium beef flavor
- Accepts smoke flavor very well
- Incredible depth of flavor, like short ribs, but more intense

[†]Cooking tests conducted on Ole Hickory Pits™ EL-EDX commercial smoker.

Menu Inspiration

No matter how you prepare it, with premium Beef Cheeks on your menu, you'll have repeat customers. Here are a few of our favorites:

- Barbacoa Tacos
- Ultra-premium Burnt Ends
- Smoked Beef Ragu Pasta
- Smokehouse Chili



BUILT FOR BBQ

National Beef® ensures consistent sizing, marbling and plate performance with our value-added branded programs.



Learn how we deliver innovative solutions and program support to help you succeed by calling your National Beef® representative at 1-800-449-BEEF or by visiting nationalbeef.com/bbq



America's Premier Beef Company®