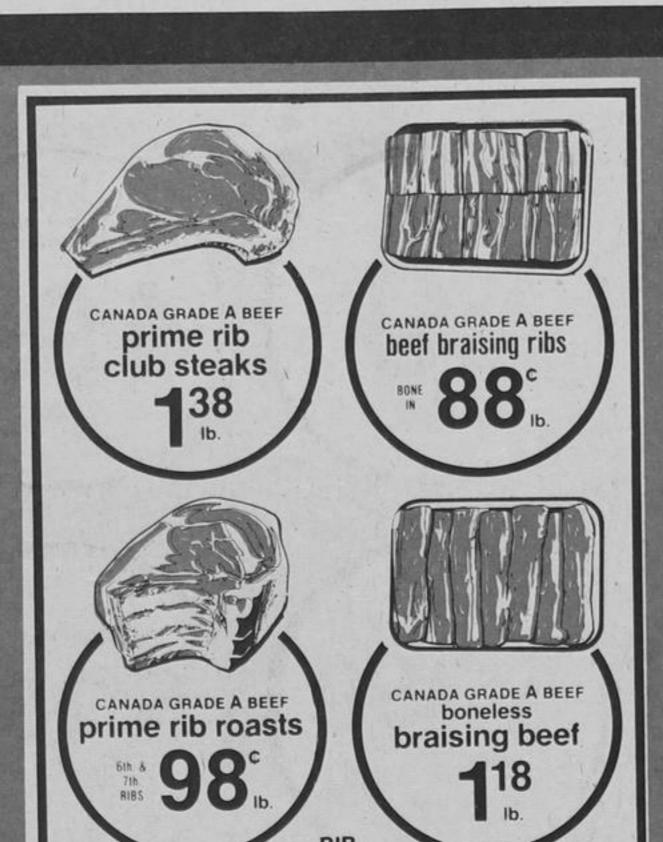
## LOBLAWS BEEF

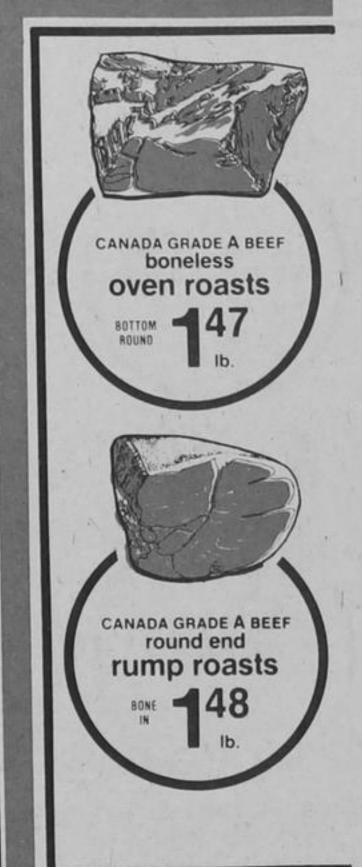




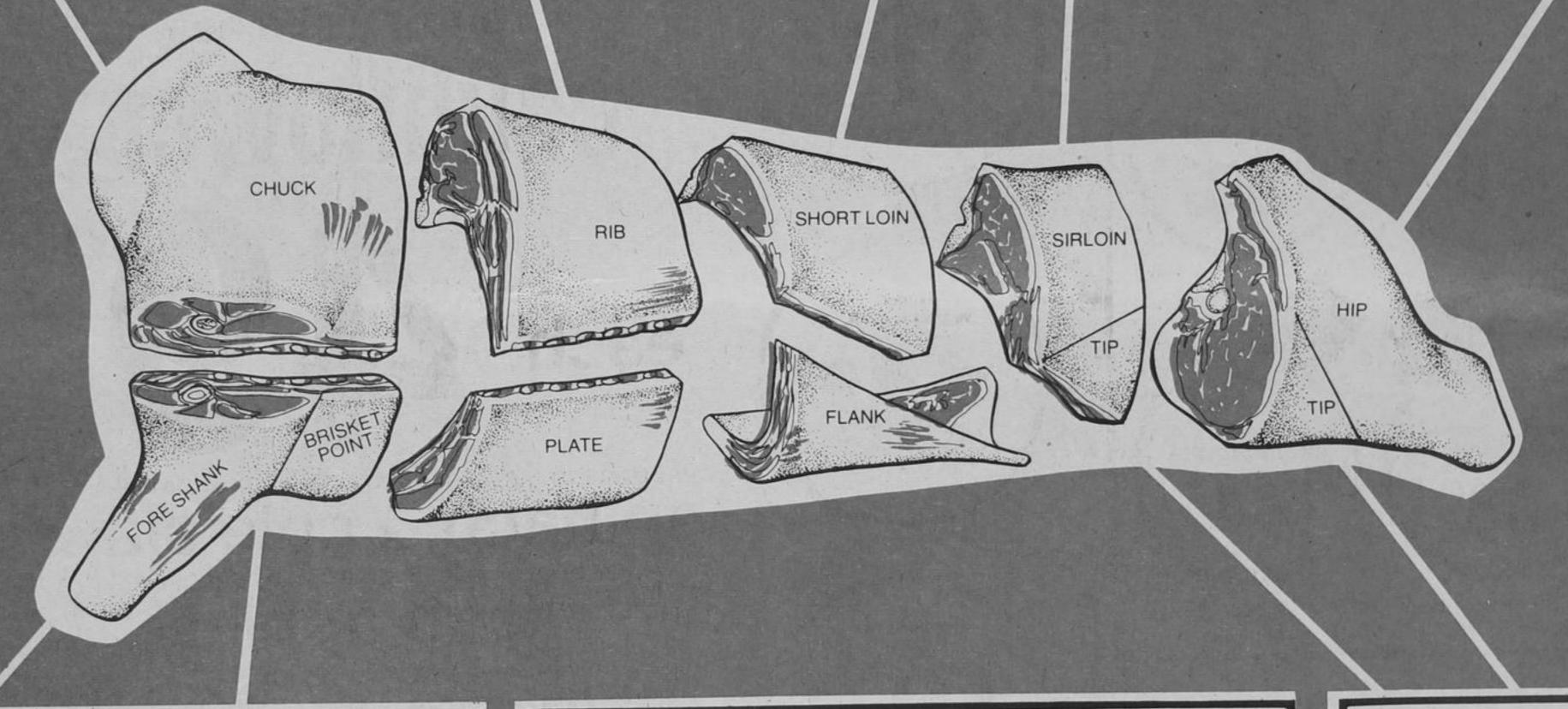
ROASTS - oven roast STEAKS - broil, pan fry,

pan broil BRAISING BEEF - braise















## **BEEF: THE CANADIAN FAVOURITE**

Whether it's for stretching the food budget, satisfying the family or delighting dinner guests, beef is Canada's all-around favourite meat

Beef offers over 40 different cuts for your enjoyment. While these cuts vary in taste characteristics, all beef cuts are nutritious and are delicious, tender and juicy when prepared properly. For the greatest eating satisfaction, buy quality beef and familiarize yourself with the wide variety of beef cuts available.

BUY QUALITY BEEF

Loblaws makes it easy to buy high quality beef. Loblaws offers only Canada Grade A Beef, assuring you of excellent flavour, tenderness and juiciness.

KNOW THE CUTS

Select beef cuts according to your intended use Since beef cuts vary considerably in their natural tenderness, be sure to match the cut to the proper cooking method. If you are unfamiliar with the wide variety of cuts and the recommended way to prepare these cuts, see our Beef

The primal (wholesale) cuts of beef, as indicated on our Chart, include chuck, rib, loin, hip, flank, plate, brisket point and foreshank.

The Chuck is the foreshoulder offering

economical steaks and roasts with an excellent well-developed flavour. Generally the cuts from this section are less tender, but make excellent pot roasts. Swiss steak or stew. Plan on 212 servings per pound from chuck roasts and steak (bone-in).

(bone-in).

The Rib section contains very tender and flavourful steaks and roasts. Use dry heat, such as ovenroasting or broiling, to prepare these cuts. Plan on 2-2's servings per pound from rib roasts or steaks (bone-in). Braising beef is one section of the rib that is less tender, so prepare this cut with moist heat.

The Loin contains both the short loin and the sirloin sections. It provides the choicest steaks of the carcass. These cuts are all tender and

should be prepared by dry heat: broiling, frying or pan-broiling. Allow 2-21, servings per pound from these steaks (bone-in).

from these steaks (bone-in)

The sirloin tip is cut partially from the loin and partially from the hip section. This is a less tender cut. Use moist heat such as pot roasting or braising to prepare cuts from this section. Plan on 3 servings per pound from sirloin tip roasts or steaks.

roasts or steaks.

The Hip is the hind leg of the animal. The hip cuts are generally not as tender as the rib or loin cuts. Generally use moist heat in preparing steaks from the hip section. Roasts may be oven roasted at 325 F or pot-roasted Plan on 3

The flank, plate, brisket point and foreshank are sections of the carcass that contain less tender meat. Generally, these cuts are ground or used for stew meat.

Delicious and nutritious, beef is an excellent source of high quality protein essential to growth and good health. It is also a good source of the vitamin, niadin and a good source of the minerals, iron and phosphorus.

fresh Country Cut [3 HINDQUARTERS WITH BACK] [3 FRONTQUARTERS WITH BACK] [4 WINGS, 2 GIBLETS] LB. 68 SUPER VALUE BRAND sliced side bacon 1 LB. PKG. LUCAS ARTHURS BRAND FAST FRY FROZEN PREDRESSED CANADA GRADE A back bacon chunks young turkeys UNDER 10 LBS. LUCAS ARTHURS BRAND BY THE PIECE FROZEN PREDRESSED CANADA GRADE A smoked side bacon young turkeys 10 TO 15 LBS. **1**68 SWEET PICKLED BY THE PIECE OCEAN MAID BRAND FROZEN back bacon END CUTS sole fillets 20 OZ. POLY BAG MARY MILES or LUCAS ARTHURS BRAND CLOUSTON BRAND FROZEN 108 bologna BY THE PIECE rainbow trout 10 OZ. PKG. MARY MILES VARIETY PAC SLICED MARY MILES BRAND cooked meats sliced side bacon

