



For Immediate Release

Everyone Wins with Harris Ranch Beef

Fall breezes bring football and tailgate season; and that means beef is on the roster. Whether super fans are planning a tailgate before the home game, or feeding hungry players afterwards, Harris Ranch's premium quality beef is the MVP. Harris Ranch Natural Ground Beef Patties are perfect for satisfying burger lovers, and don't forget Harris Ranch All Natural Ground Beef for traditional fall and winter favorites like chili or meatballs. Steaks and roasts are also popular for cooking and slicing in advance, for sandwiches at the game. Showcase Harris Ranch New York Striploins and USDA Choice Boneless Prime Rib Roast as two winning options. Harris Ranch's reputation for premium quality and flavor translates into a product people are proud to serve. This season, Harris Ranch scores extra points with their Big Game Day BBQ promotion, where beef lovers can win the ultimate catered backyard BBQ, \$250 of Harris Ranch Beef, and a flat screen TV.

Beef is the cornerstone of traditional sports celebrations; and fans consistently reach for the safe bet when entertaining. Harris Ranch Beef meets the demands of even the most discerning consumer looking for wholesome, natural beef. Harris Ranch is able to custom produce natural beef to meet each retailer's exacting standards. As an added assurance, we've established a program that involves testing all feed for pesticide residues and testing finished beef to ensure that our products contain no antibiotic residues. Harris Ranch Natural Beef is also minimally processed and contains no preservatives or artificial ingredients.

Sports fans and beef lovers won't want to miss a chance to enter Harris Ranch's Big Game Day BBQ Contest from September 19th through October 7th this year. One winner will score the ultimate backyard tailgate party catered by Harris Ranch. The prize package allows winners to invite 20 friends over for the BBQ of a lifetime. In addition, winners will receive \$250 of Harris Ranch beef, and a flat screen TV, so the celebration can continue for weeks to come. Visit our website at www.harrisranchbeef.com for more information on how you can highlight this opportunity in your store.

Because Harris Ranch controls beef production from the ranch to the table, we are able to offer a wide variety of beef programs to meet the specific needs of our retail partners. Plus, HRBC Marketing has a wide range of professional POS materials for the Big Game Day BBQ promotion for participating retailers. This means Harris Ranch retailers not only benefit from selling the highest quality meat, but they also gain superior sales support to promote fresh beef and our fully cooked line in their meat departments. Our hands on sales team will work with retailers on merchandising, building special displays, and ideas on cross merchandising for specific seasons. Key markets will also feature Harris Ranch Beef radio spots and grilling events to build traffic and support promotions, so let us help you make a winning game plan this season.

For high resolution photos or to arrange an interview with Harris Ranch Beef, please contact Brad Caudill at Brad.Caudill@HarrisRanch.com



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