

ON TARGET: BRAISED BEEF

Red Arrow
Natural flavor, pure and simple.™

“Braised” Shows No Sign of Slowing Down

Comfort foods are increasingly found on restaurant menus, in part because no one has the time to slow-cook at home. The ones we like best are slow cooked, braised or roasted entrees.



Braising is a form of moist-heat cooking that breaks down connective tissues in tough cuts of meat, leaving them tender and succulent.

According to the “What’s Hot in 2014” survey by the Nation’s Restaurant Association, **braising earned top-trend status with 39% of the vote.**

From the same survey, 57% of chefs viewed inexpensive, underused cuts of meat such as brisket, shoulder, and skirt steak as worthwhile options, allowing braising’s renewed appeal to likely continue.

“Braised” has increased 36% and “Braised Short Ribs” have increased 84.6% on U.S. menus from 2010-2014.

Braising is one of the hardest forms of meat cookery, as it involves both dry searing and wet simmering with either stock, wine or apple cider. With Red Arrow’s **Nat Braised Beef FL WONF RA13043**, you’re able to take the guesswork out of this type of preparation, by instantly giving a complex, braised flavor without the additional cost and

“Braised Beef” increased 70% on U.S. Menus since 2010.

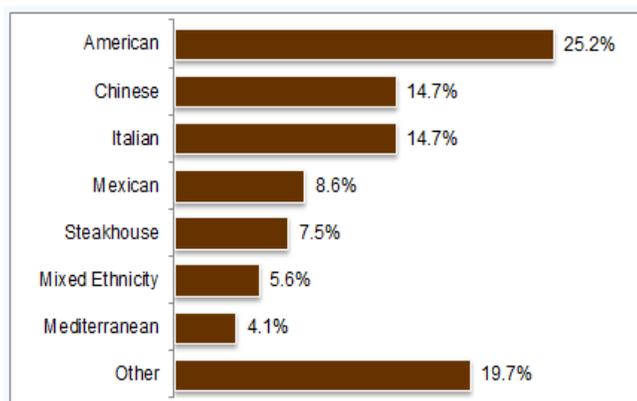
Penetration Growth

2010 penetration:	2.0%
2011 penetration:	2.4%
2012 penetration:	2.8%
2013 penetration:	3.1%
2014 penetration:	3.4%
1-Year Change:	9.7%
4-Year Change:	70.0%

Menu Distribution

COP Beef	32.7%
Combo Meals	12.8%
Pastas	12.0%
Hot Sand.	7.1%
Soups/ Chili Entrees	7.1%
Mexican Entr.	6.4%
COP Other	4.9%
Other Apps	3.4%
Non-Fried Protein Apps	3.0%
COP Rice Entrees	3.0%
Cold Sand.	1.1%
Burgers	1.1%
Other	4.4%

Braised Beef by Cuisine Type



Statistical Base: 4,865 U.S. Menus
Source: Datassential, 2014.

Menu Mentions

P.F. CHANG'S – **Red Wine & Pepper Braised Beef** with black pepper sauce wok-tossed with marinated flank steak, sliced potatoes, broccolini, Napa cabbage, grape tomatoes and Fresno peppers (March 2015).

OLIVE GARDEN – **Braised Beef & Tortelloni** served with tender sliced short ribs and portobello mushrooms, tossed with asiago-filled tortelloni in a basil-marsala sauce (November 2014).

BRAVO! CUCINA ITALIANA – **Braised Beef Ravioli** with sweet potatoes, fresh sage, and champagne brown butter sauce (May 2015).

ROCK BOTTOM RESTAURANT & BREWERY– **Beef Barbacoa Sliders** with beer-infused, slowly braised beef, served on garlic butter grilled torta buns, topped with sweet pickled onions, fresh cilantro and chipotle mayonnaise (March 2015).