



PRODUCT BROCHURE



Thank You

It is you, our customer, who makes everything we do each day possible. We deeply appreciate your passion for great food, your dedication to delivering exceptional culinary experiences, and your loyalty to our brands.

As we partner on this road together, we want you to know our family is grateful that you trust us with your business!

With warm regards,
The Flocchini Family

Our Mission

Our mission is to source and offer premium meat and seafood to chefs, restaurateurs and distributors while exceeding their expectations by providing exceptional value and impassioned service.

By achieving our mission, we will earn loyal customers today, tomorrow and in the future.

1330 Capital Blvd.
Reno, Nevada 89502

direct (775) 322-4073
toll free (800) 444-5687

www.sierrameat.com



From the desk of Chris Flocchini

What a unique and wonderful opportunity I find myself in. I am honored to lead the management team here at Sierra Meat and Seafood, now in our third generation of family ownership. There are six of us working in the business today that our grandfather, Armando Flocchini, and our fathers, Bud and Rich Flocchini, created from a small butcher shop in San Francisco. Ours is an American family story of hard work, perseverance, ethics and integrity, love of family and friends, service, and of course, a passion for food!

We grew up in a family where the lines between food and family are blurred. Knowing where the food stops and family starts is difficult to see, as the relationship of food and family is closely intertwined. Whether you come to my house or any one of my family members' homes, you will find laughter and conversation happening in the kitchen. It is where we all want to be, where the action is, and where stories are told and relationships deepen.

Coming to the kitchen and gathering at the table means more to us than simply sharing a meal, it has become the core of who we are and it is the foundation of our family and our company. It is our passion for food, family and service that drives us every day to bring to you premium products.

When you choose to do business with our family, you will have the support of the greatest people in any industry. The Sierra Meat and Seafood team is the best of the best.

You also get access to the finest products available. We search long and hard to find like-minded passionate vendors whom you will see throughout this publication. We cannot thank them enough for the support they provide to Sierra Meat and Seafood, making us the best in the business.

Lastly, we have been at the forefront of the movement to bring natural and sustainable meat to the masses since 1965 with our Durham Bison Ranch in Wyoming. Leading from the front is what we continue to do with the expanded Durham Ranch brand of natural and sustainable specialty meats. We are grateful for our rancher/farmer partnerships which allow us continue our leadership in the industry, offering chefs, restaurateurs and distributors the finest specialty meat in the world.

So it is with great honor that we share this product brochure with you, and it is with deep conviction that we say, From Our Family to Your Kitchen.

Chris J. Flocchini
President



Bernadette Flocchini **Executive Vice President**

I am incredibly proud to be a member of our family's management team, now in its third generation. It is an honor and privilege to lead the Specialty and Exotic Meat Division of Sierra Meat and Seafood.

My father, Richard Flocchini Sr., was one of the pioneers in the food industry for introducing specialty and exotic meat into the North American Market over 30 years ago. We were one of the first US companies to import New Zealand farm raised venison, which complimented our offering of Durham Ranch Bison.

I continue his legacy with a focus on expanding the palates of our customers by introducing chefs, restaurateurs and distributors to our Specialty and Exotic product line.

We have created an amazing array of top quality natural and sustainable specialty meats with the Durham Ranch brand of offerings which you will see here.

It is my hope that you grasp the attention to detail and passion that our family has for these unique products, as well as our excitement in bringing them to you.

Sincerely,

A handwritten signature in black ink that reads "Bernadette". The signature is fluid and cursive, with a long horizontal line extending to the right.

Bernadette Flocchini
Executive Vice President



John Flocchini **Durham Ranch Manager**

The Durham Bison Ranch in Wyoming got into my blood at a young age. From my first ranch experience at age seven, I knew this was a special place. The feeling grew throughout my childhood. As soon as I was able, I began spending summer vacations working at the ranch.

As I matured, my passion for ranching grew exponentially. To this day, I feel blessed and grateful for the opportunity and responsibility of managing the Durham Bison Ranch.

It is part of my good fortune to have been mentored by my grandfather, Armando Sr. He shared his love for the bison as well as the land, a sentiment that quickly became infectious. I am proud to carry that love forward while working with my father Armando "Bud" Jr., as well as my cousins Bernadette, Patrick & Rick and brothers Chris and Steve in bringing our healthy and delicious bison meat products to market!

What a great ride indeed!

A handwritten signature in cursive script that reads "John Flocchini".

John Flocchini
Ranch Manager, Durham Ranch



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Who We Are

Sierra Meat and Seafood is a third generation family business with four areas of focus:

Reno Tahoe Distributor Manufacturer

As a licensed Certified Angus Beef distributor, we serve more than 200 northern Nevada and Lake Tahoe hotels, restaurants and institutions.

Private Label Manufacturer

To large food distributors who see value in providing high quality portion control meat products to their customers under their own brand.

Specialty & Exotic Manufacturer & Distributor

Through national and international industry partners and featuring our own Durham Ranch brand of natural and sustainable specialty meats.

The Durham Bison Ranch

Since 1965 and on 65,000 acres in Wyoming, our own Durham Ranch runs over 4,500 head of North American premier bison stock in a natural and sustainable ranching practice.



Facility

Our custom-built 50,000 square foot, state-of-the-art facility is located in Reno, Nevada. In 2001, construction was complete on the building which houses a freezer, cooler, 7,000 square feet for meat and fish processing and our corporate offices.

The production rooms feature all new packaging, metal detection, and bacterial intervention equipment. Our laser guided steak cutting machine can cut to within 1/4 ounce for large orders.

Additionally, we employ 15 highly skilled butchers that practice the lost art of hand cutting steaks to order. So whether your need is for 5,000 steaks or five, perfection and precision is our goal every time, every order.

The plant houses a full-time USDA inspection office and we are SQF Certified with a rating of "Excellent!" Sierra Meat and Seafood partakes and scores consistently "Excellent" on several third party audits.

Food Safety

Sierra Meat & Seafood is a leader in food safety.

Operating under the continual inspection of the USDA and the FDA, cleanliness and quality assurance are of the utmost importance. We have strict requirements and high expectations for suppliers of raw material. Employees are trained in Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMPs) and food safety. We do continuous microbiological testing on various surfaces and products to ensure the safety of our customers.

The Safe Quality Food Code (SQF) is a process and product certification standard. The Level 2 certification is recognized by the Global Food Safety Institute (GFSI) as a standard that meets its benchmark requirements. Products produced and manufactured under the SQF code certificate are widely accepted in global markets.

Sierra Meat and Seafood earned the Level 2 certification with SQF in December of 2010. Our certification is assurance that our food safety plans have been implemented in accordance with the HACCP method.



Supporting The Environment

Sierra Meat & Seafood and Durham Ranch both incorporate healthy and sustainable initiatives in our business practice.

- » **ON THE RANCH** - The Flocchini family has been practicing natural, holistic and sustainable ranching long before it was popular.
- » **IN THE PLANT** - We focus on being environmentally savvy, using green alternatives at every end of the business.
- » **WITH OUR PARTNERS** - We have built relationships with like-minded suppliers and are proud to offer a full line of natural & sustainable products to meet the growing demand.

Green Business Practices

- » **RECYCLING** - We recycle all cardboard, plastic and paper – including pallet wrap in the warehouse and copier paper.
- » **REUSABLE VS. DISPOSABLE** - We reuse cups and kitchenware, updated our drinking water systems and use electronic marketing materials.
- » **BIO-FRIENDLY** - Biodegradable & recyclable boxes, as well as biodegradable soaps in the work rooms requiring less water .
- » **SOLAR** - We've added solar water heaters in the production rooms.
- » **CARBON FOOTPRINT** - Vehicle fleet upgrades have optimized air quality and gas mileage.
- » **ENERGY REDUCTION** - Reduced energy usage by 35% with new refrigeration timing system in our 50,000 sq. ft. warehouse.



History



1890

Durham Meat Company (DMC) was established. Armando Flocchini Sr. started as a butcher's assistant.

1934

Armando Sr. purchased DMC, and soon his two sons, Armando Jr. "Bud" and Richard Sr. joined the family business.



1965

DMC purchased a bison ranch in Wyoming, naming it Durham Ranch.

1986

DMC purchased Sierra Meat in Reno, Nevada.

1990's

Richard Flocchini Sr. began importing farm raised venison from New Zealand, a first for the USA.

2001

The Flocchini family moved corporate headquarters from San Jose, California to Reno, Nevada.

2003

Purchased Carmel Meat Co. and changed name of all companies to Sierra Meat Company.

2006

Sierra Meat expanded to offer a full line of fresh and frozen seafood and changed its name to Sierra Meat and Seafood.



WHOLESALE MEAT & SEAFOOD PURVEYORS
RENO, NV

2011

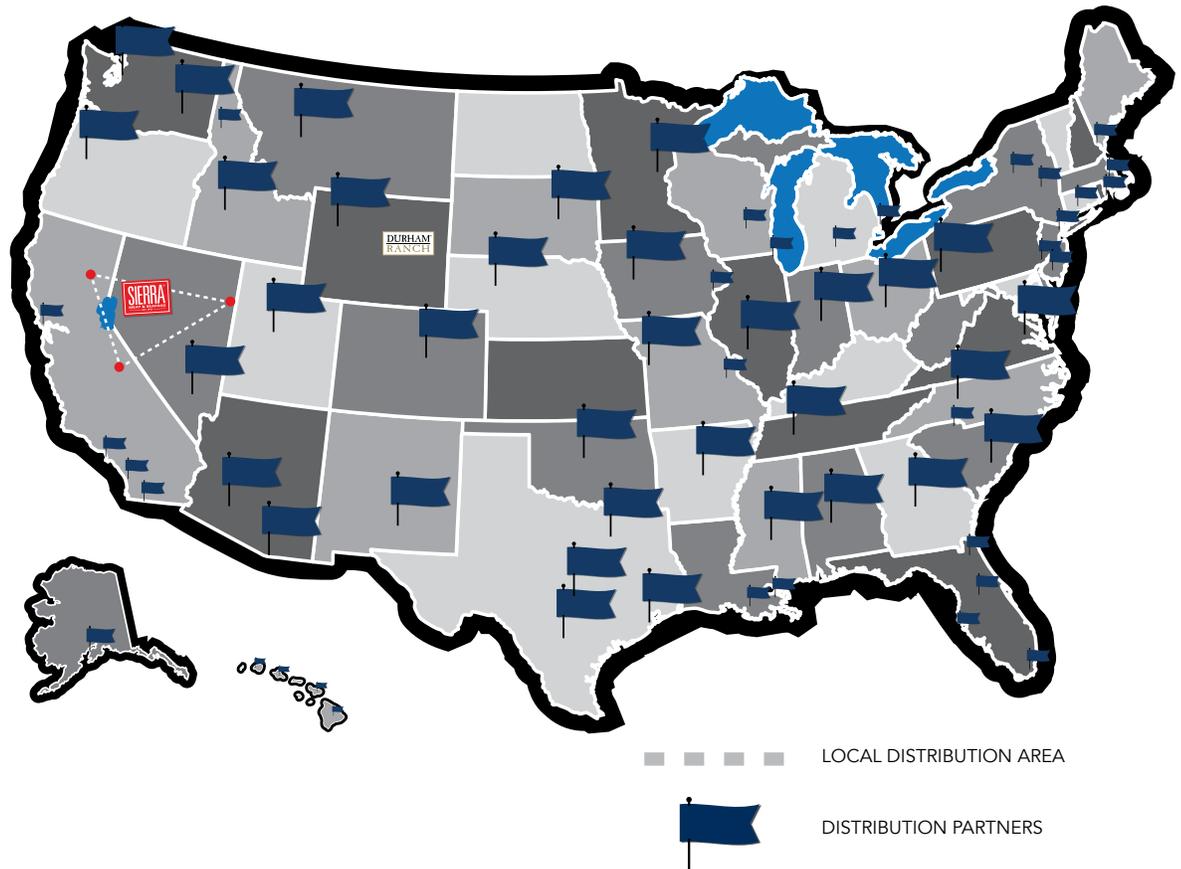
Streamlined operations to focus on Reno/Tahoe white tablecloth restaurants, private label manufacturing, and expanding the Durham Ranch brand of natural and sustainable meats.



Today

Durham Ranch branded product reaches down into the supply channel to control the process from the farm to the customer by offering eight distinct natural and sustainable specialty meats under the Durham Ranch brand.





Grow With Us

SUPPLIER VENDORS: Many of our suppliers are from family owned farms and ranches across the nation and the world. Our like-minded partners also focus on natural and sustainable farming and ranching practices.

LOCAL DISTRIBUTION: We are headquartered in Reno, Nevada since 1948 with local distribution service in Northern Nevada and surrounding areas.

RESTAURANT/CHEF: If you would like to be added to our delivery route in the Reno/Tahoe area, give us a call and we can place your order today.

DIRECT TO PUBLIC: If you are located within the Reno/Tahoe area, you can call us directly to place a will call order. Call our toll free number for the same day pick up schedule.

DISTRIBUTION PARTNERS: If you are a restaurant or chef located outside our delivery area, we offer direct overnight shipping to our distribution partners throughout the United States, including Hawaii and Alaska. Call us and we can put you in touch with a distributor in your area.

SHIPPING METHODS

- » Air cargo 200 lb. gross per container: Air shipments are dropped at Southwest cargo four times per day.
- » LTL over the road shipments leave on Friday, please call for the schedule.
- » Fed Ex (Orders subject to a box charge).



100% NATURAL



It's natural for our Durham Ranch families to raise healthy animals holistically and sustainably. Durham Ranch Natural Beef comes directly from family ranches across the corn belt of America's Heartland. These families take great pride in growing cattle without the use of hormones or antibiotics. The cattle roam on open pasture while grazing on grass and are finished on vegetarian-based grain silage. The result is a level of quality and consistency chefs and connoisseurs demand.

ANSWERING THE DEMAND

Now more than ever consumers are watching where their food comes from and how it has been cared for. With Durham Ranch Natural Beef, you can deliver delicious product customers are demanding at an affordable price. Available in USDA Prime and Choice grades, Durham Ranch Natural Beef provides versatility to all levels of your menu. Our promise to you: consistency, quality and real value.



Durham Ranch Natural Choice Strip Loin

For a full list of Durham Ranch Natural Beef products, please visit sierrameat.com/productguide

DISTRIBUTED BY:

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1330 Capital Blvd.
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(775) 322-4073

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NATURAL AND SUSTAINABLE SPECIALTY MEATS®



Natural & Sustainable Products



BEEF

Durham Ranch Natural Beef
Durham Ranch Wagyu Beef
Certified Angus Beef



FRESH FISH & SEAFOOD

Wild King Salmon
Wild Alaskan Halibut
Wild Pacific Yellow Fin Tuna *Sushi Grade*
Wild Mexican Shrimp
Seasonal ocean caught whole fish



LAMB

Rosen Colorado Natural Lamb - Domestic
Pilot New Zealand Natural Lamb - Imported



PORK

Durham Ranch Berkshire Pork
Salmon Creek Natural Pork



POULTRY

Fulton Valley Natural & Organic
Mary's Natural & Organic
Durham Ranch Game Birds
Pitman Natural Turkey
Diestel Natural Turkey
Norbest Natural Turkey



EXOTIC MEAT

The majority of the exotic meat comes from natural & sustainable suppliers. For details please see our website.

DURHAM[®] RANCH

The following are all produced under Durham Ranch Natural & Sustainable Specialty Meat:

<i>Natural Bison</i>	<i>Natural Rabbit</i>
<i>Natural Beef</i>	<i>Natural Venison</i>
<i>Berkshire Pork</i>	<i>Wagyu Beef</i>
<i>Game Birds</i>	<i>Wild Boar</i>

NO ANTIBIOTICS OR HORMONES



Burger Bar

Offering a full line of grinds to make the perfect burger.

We are a licensed Certified Angus Beef® (CAB) Distributor offering old fashioned patties in every size from two ounce sliders to 12 ounce burgers. We specialize in CAB burgers which are packaged under our Sierra Meat & Seafood label and CAB logo.

In addition, we make 100% steak trim burgers, custom beef blends such as beef with chorizo, and custom muscle blends, utilizing cuts such as brisket, short rib, sirloin and chuck. We can also accommodate all turkey and lamb burger requests and special blends.

Sierra Meat & Seafood Label:

- » Certified Angus Beef® Burgers
- » Steak Trim Burgers
- » Custom Muscle Blends

Gourmet Burgers By:

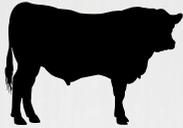
DURHAM
RANCH



- | | | | |
|-------------|------------|-----------|---------------------------|
| » Alligator | » Camel | » Llama | » Wild Boar |
| » Antelope | » Elk | » Ostrich | » Natural Beef Patties |
| » Beef | » Goat | » Rabbit | » Wagyu (Kobe Style Beef) |
| » Bison | » Kangaroo | » Venison | » Dry Aged Wagyu |

Don't see what you're looking for?
Let's talk about a custom blend, we can do that!

BEEF

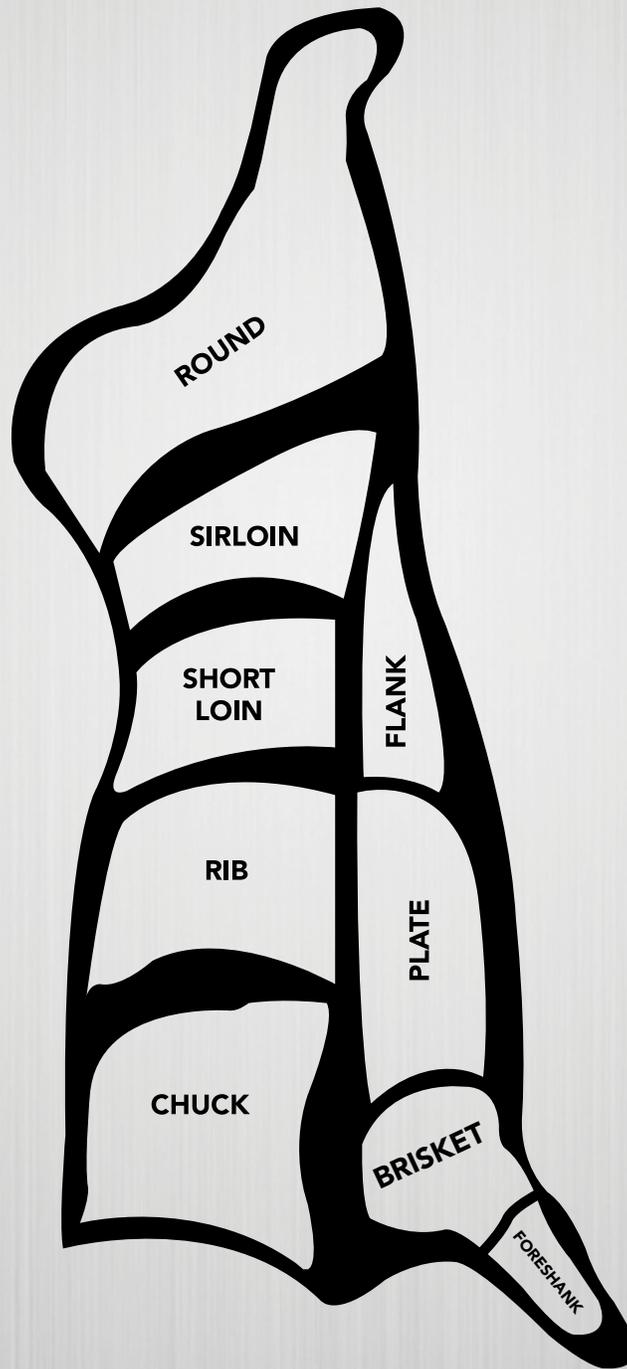


PRODUCTS

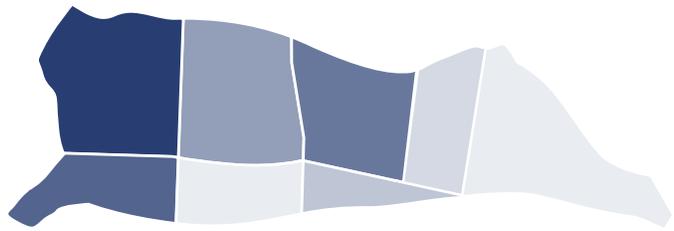
Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



BEEF CUTS



CHUCK



CHUCK ROLL

116A Beef Chuck, Chuck Roll

ORDER SPECIFICATIONS

- Quality grade
- Different arm length portion exclusions - ventral cut
- Removal of subscapularis

Cooking method: Moist heat



SHOULDER CLOD

114 Beef Chuck, Shoulder Clod

ORDER SPECIFICATIONS

- Quality grade
- Long or short cut
- Removal of teres major
- Removal of infraspinatus

Cooking method: Moist heat



CHUCK EYE STEAK

1116D PSO:1 Beef Chuck, Chuck Eye Roll Steak, Boneless

ORDER SPECIFICATIONS

- Prepared from item 116D
- Quality grade
- Thickness or portion weight
- Tied or netted
- Longissimus dorsi muscle must be on one side of the steak

Cooking method: Dry heat



RANCH STEAK

1114E PSO:1 Beef Shoulder, Arm Steak

ORDER SPECIFICATIONS

- Prepared from item 114E PSO:1
- Quality grade
- Removal of connective tissue – denuded
- Removal of elbow tendon
- Thickness or portion weight

Cooking method: Dry heat



COUNTRY-STYLE RIBS

1116D PSO:2 Beef Chuck, Chuck Eye Roll Steak, Boneless

ORDER SPECIFICATIONS

- Prepared from item 116D
- Quality grade
- Portion weight

Cooking method: Moist or moist then dry heat



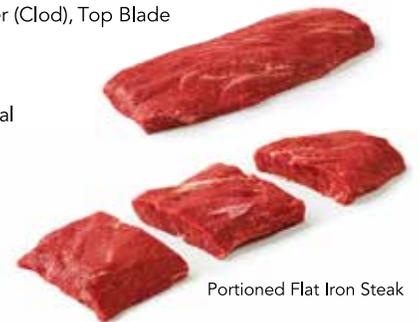
FLAT IRON STEAK

1114D PSO:1 Beef Chuck, Shoulder (Clod), Top Blade

ORDER SPECIFICATIONS

- Quality grade
- Removal of internal and external connective tissue – denuded
- Specify 1114D for portions
- Portion weight

Cooking method: Dry heat



Portioned Flat Iron Steak

DENVER CUT

1116G Beef Chuck, Under Blade, Center-Cut Steak

ORDER SPECIFICATIONS

- Prepared from item 116D
- Quality grade
- Thickness (optimal thickness 3/4")
- Removal of connective tissue – denuded
- Benefits from tenderization
- Age – minimum of 21 days

Cooking method: Dry heat



PETITE TENDER

114F PSO:1 Beef Chuck, Shoulder Tender (IM)

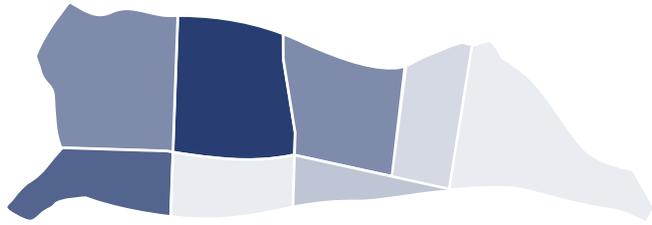
ORDER SPECIFICATIONS

- Quality grade
- Removal of connective tissue – denuded
- Specify 1114F for portioned medallions

Cooking method: Dry heat



RIB



PRIME RIB

109E Beef Rib, Ribeye Roll, Lip-On, Bone In (Export Style)

ORDER SPECIFICATIONS

- Quality grade
- Fat cover
- Weight range
- Thickness of surface fat
- Length of tail (lip)
- Tied or netted

Cooking method: Dry heat



RIB STEAK

1103 Beef Rib, Rib Steak, Bone In

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Length of tail (lip)

Cooking method: Dry heat



COWBOY STEAK

1103B Beef Rib, Rib Steak, Bone In, Frenched

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Length of bone

Cooking method: Dry heat



PRIME RIB

112A Beef Rib, Ribeye, Lip-On

ORDER SPECIFICATIONS

- Quality grade
- Fat cover
- Length of tail (lip)
- Weight range
- Tied or netted

Cooking method: Dry heat



RIBEYE STEAK

1112A Beef Rib, Ribeye Steak, Lip-On, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Length of tail (lip)

Cooking method: Dry heat



RIBEYE ROLL STEAK

1112 Beef Rib, Ribeye Roll Steak, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Removal of the tail (lip)

Cooking method: Dry heat



RIBEYE FILET

1112C Beef Rib, Ribeye (IM)

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat

Cooking method: Dry heat



Cut from the ribeye center muscle only (longissimus dorsi)

RIBEYE CAP

112D Beef Rib, Ribeye Cap (IM)

ORDER SPECIFICATIONS

- Quality grade
- Portion weight
- Removal of connective tissue
- Specify PSO:1 to purchase with complexus muscle

Cooking method: Dry heat



Cut from the whole ribeye cap only (spinalis dorsi)

BACK RIBS

124 Beef Rib, Back Ribs

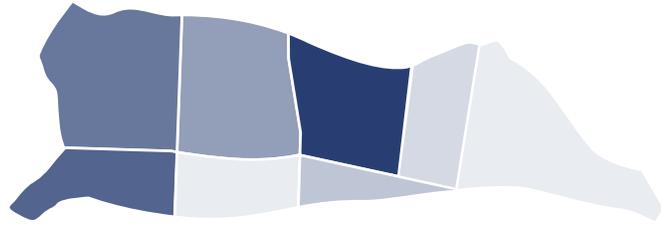
ORDER SPECIFICATIONS

- Chine and thoracic vertebrae removed
- Whole or half
- Portioned by number of rib bones

Cooking method: Moist or Dry heat



LOIN



SHORT LOIN

174 Beef Loin, Short Loin, Short-Cut

ORDER SPECIFICATIONS

- Quality grade
- Length of tail
- Thickness of surface fat
- Weight range

Cooking method: Dry heat



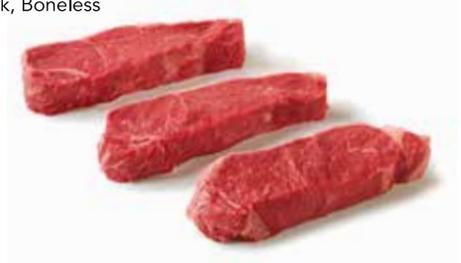
STRIP STEAK, BONELESS

1180 Beef Loin, Strip Loin Steak, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Tail length Specify 1180A to purchase center-cut

Cooking method: Dry heat



PORTERHOUSE STEAK

1173 Beef Loin, Porterhouse Steak

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Tail length

Cooking method: Dry heat



STRIP FILET

1180B Beef Loin, Strip Loin Steak, Split, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat

Cooking method: Dry heat



T-BONE STEAK

1174 Beef Loin, T-Bone Steak

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Tail length

Cooking method: Dry heat



WHOLE TENDERLOIN

190 Beef Loin, Tenderloin, Full, Side Muscle Off, Defatted

ORDER SPECIFICATIONS

- Quality grade Specify 189A to purchase side muscle on
- Specify 190A to purchase skinned (denuded), side muscle off
- Removal of connective tissue – denuded
- Weight range

Cooking method: Dry heat



STRIP STEAK

1179 Beef Loin, Strip Loin Steak, Bone In

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Tail length
- Specify 1179A to purchase center-cut

Cooking method: Dry heat



FILET MIGNON

1190A Beef Loin, Tenderloin Steak, Side Muscle Off, Skinned

ORDER SPECIFICATIONS

- Quality grade
- Specify 1189A to purchase defatted, side muscle on
- Specify 1190 to purchase defatted, side muscle off
- Thickness or portion weight

Cooking method: Dry heat



STRIP LOIN

180 Beef Loin, Strip Loin, Boneless

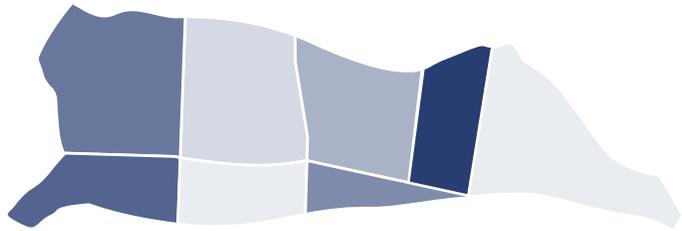
ORDER SPECIFICATIONS

- Quality grade
- Length of tail
- Thickness of surface fat
- Weight range

Cooking method: Dry heat



SIRLOIN



TOP SIRLOIN STEAK

1184 Beef Loin, Top Sirloin Butt Steak, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Thickness of surface fat
- Specify 1184A to purchase without the gluteus accessorius and gluteus profundus
- Specify 1184B to purchase center-cut (Cap off) – gluteus medius muscle only

Cooking method: Dry heat



Portioned Top Sirloin Steak

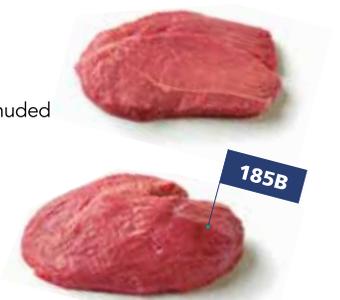
BALL TIP STEAK

1185B Beef Loin, Bottom Sirloin Butt, Ball Tip Steak (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Thickness of surface fat
- Thickness or portion weight
- Specify 185B to purchase whole
- Benefits from tenderization

Cooking method: Dry heat



TOP SIRLOIN FILET

1184F Beef Loin, Top Sirloin Butt Steak, Center-Cut, Boneless, Seamed (IM)

ORDER SPECIFICATIONS

- Quality grade
- Thickness or portion weight
- Tied or netted

Cooking method: Dry heat



Gluteus medius muscle only

TRI-TIP

1185D Beef Loin, Bottom Sirloin Butt, Tri-Tip, Boneless, Defatted (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Thickness of surface fat
- Weight

Cooking method: Dry heat – indirect grill



1185D Beef Loin, Bottom Sirloin Butt, Tri-Tip Steak, Defatted (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Specify 1185C to purchase with surface fat
- Thickness of surface fat
- Thickness or portion weight
- Cut against the direction of the muscle fiber

Cooking method: Dry heat



SIRLOIN CAP

184D Beef Loin, Top Sirloin, Cap, Boneless (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of connective tissue – denuded
- Thickness of surface fat
- Portion weight

Cooking method: Dry heat – indirect grill



COULOTTE STEAK

1184D Beef Loin, Top Sirloin Cap Steak, Boneless (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Thickness of surface fat
- Cut against the direction of the muscle fiber
- Thickness or portion weight

Cooking method: Dry heat



BOTTOM SIRLOIN FLAP

185A Beef Loin, Bottom Sirloin Butt, Flap, Boneless (IM)

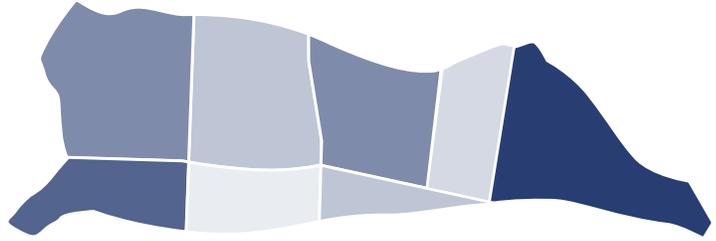
ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Cut against the direction of the muscle fiber
- Specify 1185A to portion
- Benefits from tenderization

Cooking method: Dry heat



ROUND



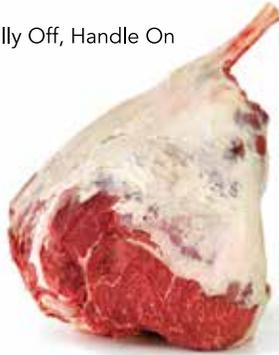
STEAMSHIP ROUND

166B Beef Round, Rump and Shank Partially Off, Handle On

ORDER SPECIFICATIONS

- Quality grade
- Removal of shank meat
- Thickness of surface fat
- Portion weight: 30 to 50 pounds

Cooking method: Dry heat



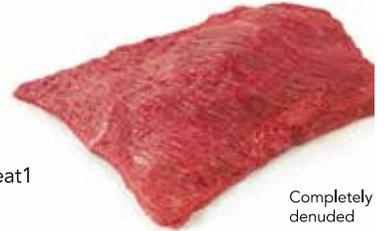
TOP ROUND CAP

169B Beef Round, Top (Inside), Cap (IM)

ORDER SPECIFICATIONS

- Quality grade
- Thickness of surface fat
- Removal of surface fat
- Removal of connective tissue
- Weight
- Benefits from tenderization
- Cooking method: Moist or dry heat¹

Cooking method: Dry heat



Completely denuded

INSIDE ROUND

169 Beef Round, Top (Inside)

ORDER SPECIFICATIONS

- Quality grade
- Thickness of surface fat
- Specify 169A to purchase without cap (gracilis) or soft side (pectineus and sartorius) attached
- Specify 169D to purchase with cap (gracilis) and without the soft side (pectineus and sartorius)
- Whole or cut into two equal sections

Cooking method: Moist or dry heat



OUTSIDE ROUND

171B Beef Round, Outside Round (Flat) (shown with rump removed)

ORDER SPECIFICATIONS

- Quality grade
- Removal of heavy connective tissue
- Specify 171D for removal of side muscle (biceps femoris ischiatic head)
- Specify 171G for rump portion only
- Benefits from tenderization

Cooking method: Moist or dry heat



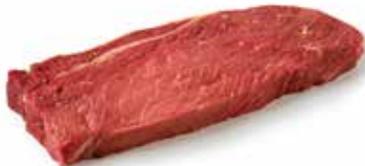
TOP ROUND STEAK

1169 Beef Round, Top (Inside) Round Steak

ORDER SPECIFICATIONS

- Quality grade
- Removal of heavy connective tissue
- Removal of cap (gracilis)
- Removal of soft side muscles (pectineus and sartorius)
- Thickness or portion weight
- Benefits from tenderization

Cooking method: Moist or dry heat



EYE OF ROUND

171C Beef Round, Eye of Round (IM)

ORDER SPECIFICATIONS

- Quality grade
- Thickness of surface fat
- Removal of heavy connective tissue
- Benefits from tenderization

Cooking method: Moist heat



SIRLOIN TIP (KNUCKLE)

167A Beef Round, Sirloin Tip (Knuckle), Peeled

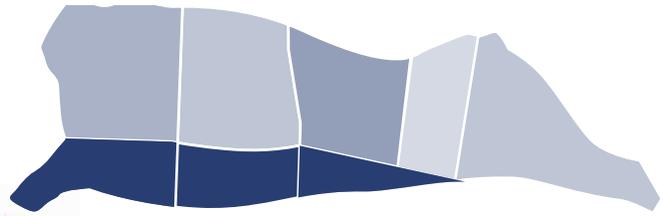
ORDER SPECIFICATIONS

- Quality grade
- Removal of fat (peeled)
- Whole or split

Cooking method: Moist or dry heat



BRISKET

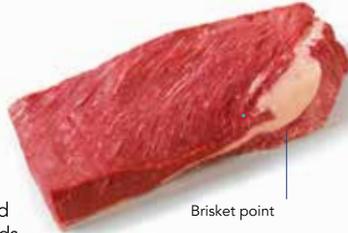


WHOLE BRISKET

120 Beef Brisket, Deckle-Off, Boneless

ORDER SPECIFICATIONS

- Quality grade
- Removal of brisket point
- Removal of surface fat
- Removal of connective tissue – denuded
- Specify 119 to purchase with deckle-onds



Cooking method: Dry heat – indirect grill

PLATE

SHORT RIBS

1123A Beef Short Plate, Short Ribs, Trimmed

ORDER SPECIFICATIONS

- Quality grade
- Specify raw material source: 123A, 123B, or 123C
- Specify 123D to purchase boneless
- Thickness of surface fat
- Specify “Flanken Style” for portions cut at right angle to rib bones
- Specify width of cut
- Specify number of ribs per portion



Cooking method: Dry heat for thinner cuts,
Moist heat for thicker cuts

OUTSIDE SKIRT STEAK

121C Beef Plate, Outside Skirt Steak, Skinned (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of the membrane – skinned
- Removal of surface fat
- Portion by weight
- Benefits from tenderization



Cooking method: Dry heat

INSIDE SKIRT STEAK

121D Beef Plate, Inside Skirt Steak, Skinned (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of the membrane – skinned
- Removal of surface fat
- Portion by weight
- Benefits from tenderization



Cooking method: Dry heat

FLANK / - MISC

FLANK STEAK

193 Beef Flank, Flank Steak (IM)

ORDER SPECIFICATIONS

- Quality grade
- Removal of the membrane – skinned
- Removal of surface fat
- Portion by weight
- Benefits from tenderization



Cooking method: Dry heat

HANGER STEAK

140 Beef Hanging Tender

ORDER SPECIFICATIONS

- Quality grade
- Removal of fat
- Removal of connective tissue – denuded
- Cut against the direction of the muscle fiber
- Whole or portion by weight
- Specify 1140 for portions



Cooking method: Dry heat

GROUND BEEF

137 Ground Beef, Special

ORDER BY SPECIFIC PRIMAL PORTIONS

- Style 1: Ground Beef, Special
- Style 2: Ground Beef, Chuck
- Style 3: Ground Beef, Round
- Style 4: Ground Beef, Sirloin



ORDER BY SPECIFIC FAT CONTENT

Fat Content – Unless otherwise specified, the fat content shall be 20% fat. The purchaser may specify a different fat content provided it does not exceed 30%.

Numbering system refers to IMPS: Institutional Meat Purchase Specifications.
IM: individual muscle.



CERTIFIED ANGUS BEEF



The Certified Angus Beef® Program was formed in 1978 to provide assurances of beef quality and flavor to consumers, who during the 1970's were largely dissatisfied with beef quality. It was a venture that strengthened relationships between the American Angus Association, beef producers, packers and distributors.

Generations of America's farmers and ranchers do the selecting, raising and feeding so their licensed restaurant and grocery store partners can offer the very best Angus beef available. You will taste the difference – and so will your family!

Not all Angus is equal. Other labels may say Angus, but that's where the similarities end. The difference is in the flavor. And that's where Certified Angus Beef® brand sets the bar. Beef must pass 10 stringent quality specifications to earn the brand's premium mark, ensuring you always enjoy flavorful, tender, juicy cuts of beef. Every pound of Certified Angus Beef® product is tracked for assured product integrity. The Certified Angus Beef® brand – truly Angus beef at its best.®

MIDWEST CORN FED BEEF



The story of Cargill Beef is one of commitment. Since 1936, their pioneering spirit and dedication to quality have driven progress and innovation throughout the industry, and they remain committed to always enhancing their role as an industry leader.

Today, Cargill Beef is one of North America's largest beef processors, harvesting more than seven million fed cattle and producing nearly seven billion pounds of boxed beef and by-products each year. Headquartered in Wichita, Kansas, Cargill Beef operates production and fabrication facilities throughout the United States and Canada.

DRY AGED BEEF



Since 1934, Sierra Meat and Seafood has been aging beef in the time honored tradition, dry aging, in our special humidity controlled rooms. We specialize in custom dry aging programs. Many cuts and grades available.



NATURAL BEEF



Now more than ever consumers are watching where their food comes from and how it has been cared for. With Durham Ranch Natural Beef, you can deliver delicious product customers are demanding at an affordable price. Available in USDA Prime and Choice grades, Durham Ranch Natural Beef provides versatility to all levels of your menu.

Our promise to you: consistency, quality and real value. The Durham Ranch Natural Beef Program is based on source-verified Black Angus cattle.

All Durham Ranch Natural Beef must NEVER have received any supplemental hormones, growth enhancers, or injected with antibiotics of any kind, from the time of birth to harvest. However, if cattle do need treatment with antibiotics, they will not be neglected, rather they will be removed from the Durham Ranch Natural Beef Program for care. Treated cattle are never allowed back in the program.

Durham Ranch Natural Beef are fed a 100% vegetarian diet. All Durham Ranch Natural Beef cattle are born and bred on family ranches in the United States.

WAGYU BEEF



Durham Ranch Wagyu are never administered hormones or antibiotic growth promotants and are humanely treated. Most American Wagyu, also known as American Style Kobe Beef, are a cross between full blood Japanese Wagyu and either Red or Black American Angus or Charolais.

Durham Ranch Wagyu are born and raised in North America and consist of a minimum of 50% full blood Wagyu Beef. Exquisite and luxurious, the Durham Ranch Wagyu experience is indescribable. Wagyu's white lattice marbling creates a juiciness and tenderness sophisticated American chefs demand. Unexpectedly, the fat makeup of Wagyu is primarily unsaturated fat; often-time making Wagyu cuts healthier than many USDA Prime beef products.

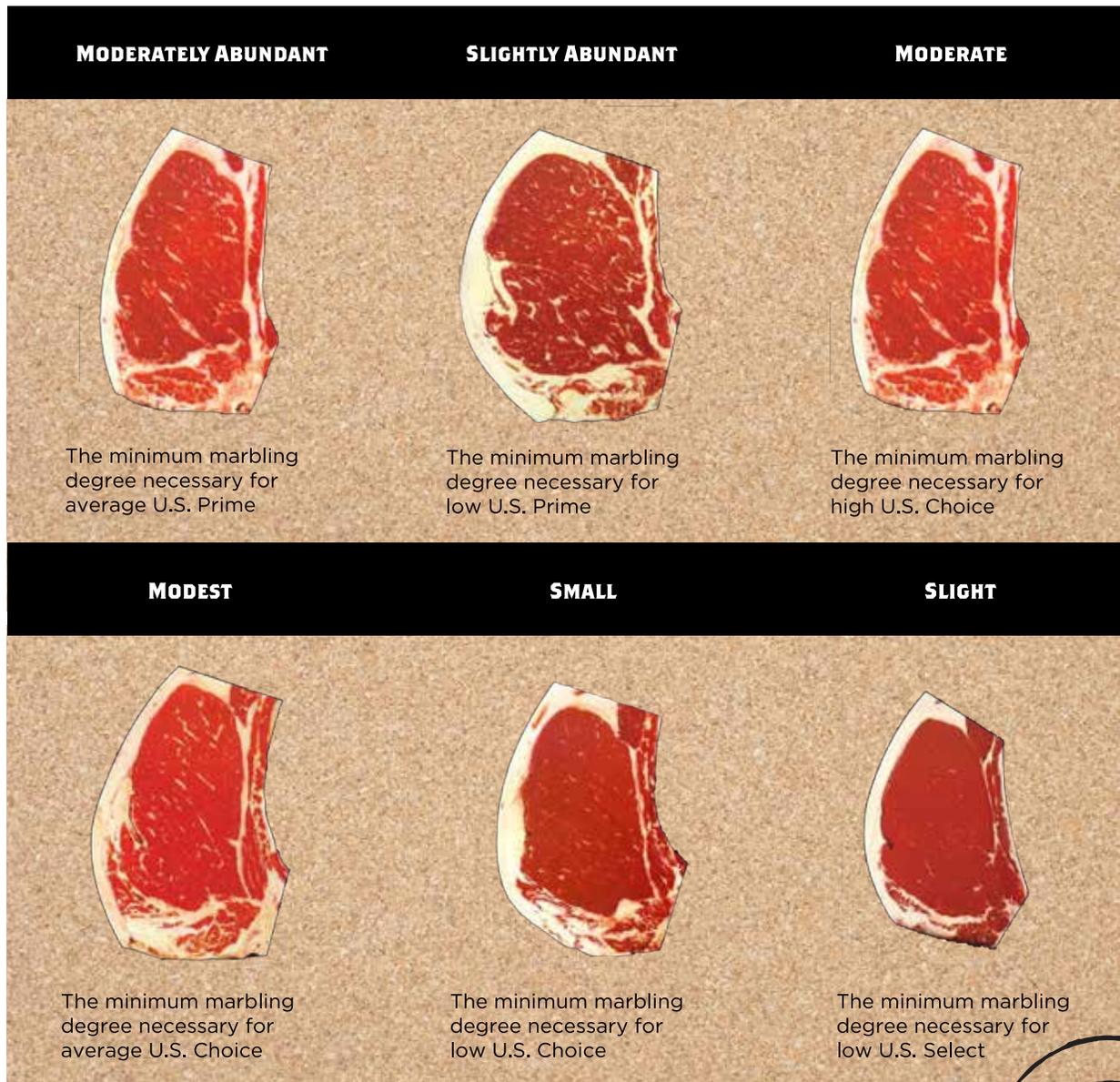
Did you know that there are ten science-based specifications that must be met in order to qualify as "Certified Angus Beef"?

MARBLING

DESCRIPTIONS & ILLUSTRATIONS

Since marbling is such an important factor in grading beef quality, the following pictures illustrate the lower limits of six marbling degrees: Moderately Abundant, Slightly Abundant, Moderate, Modest Small, and Slight.

It should be noted that there are ten degrees of marbling referred to in the Official United States Standards for Grades of Carcass Beef. These color photographs have been developed to assist government, industry, and academia in the proper application of official grade standards.



The above illustrations are reduced reproductions of the Official USDA Marbling Photographs prepared for the U.S. Department of Agriculture by and available from the National Cattleman's Beef Association.



TODAY'S BEEF CHOICES

There are a variety of beef choices such as grain-finished, grass-finished, natural and certified organic as well as several different grades and aging options. So, no matter what you desire, there is a great beef choice for you. How's that for variety?

ALL BEEF IS:

Grass-Fed

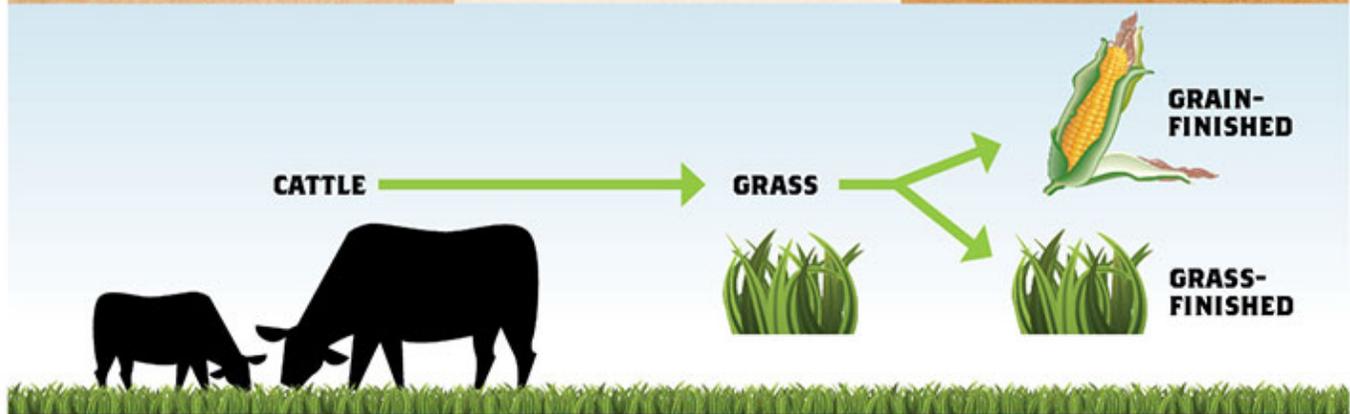
All cattle spend a majority of their lives eating grass on pastures

Natural

Most beef does not contain any additives and is not more than minimally processed

Nutritious

Beef is a powerful protein and an excellent or good source of 10 essential nutrients



BEEF CAN BE:

Grain-Finished

- Cattle spend most of their lives grazing on pasture, then spend 4 - 6 months in a feedyard
- Are free to eat an optimal, balanced diet of grasses, grains and other forages



Grass-Finished

- Cattle spend their entire lives grazing on pasture



Naturally Raised

- Cattle can be grain-finished or grass-finished—look at the label for details
- Must be certified by USDA's Agricultural Marketing Service



Certified Organic

- Cattle can be grain-finished or grass-finished, as long as the feed is 100% organic
- Must be certified by USDA's Agricultural Marketing Service
- Look for the official label



BEEF GRADES INCLUDE:



Prime has the most marbling. It usually is sold to high-end restaurants, although some specialty meat markets and supermarkets may carry it.



Choice cuts tend to have a little less marbling. Choice is the most widely available grade in the market.



Select has the least amount of marbling, making it leaner and a little less juicy and flavorful than the other two grades.

BEEF AGING CHOICES:

Wet Aging

- Aged up to 21 days
- Aged in airtight sealed bags under refrigeration (32°F to 34°F)
- Traditional beef flavor
- Most common method

Dry Aging

- Aged up to 28 days, depending on purveyor
- Aged uncovered in refrigerated room (32°F to 34°F) under controlled humidity and air flow
- Distinctive brown-roasted beefy flavor
- Less common method due to complexity and cost





**certified™
tender**

Two Rivers Certified Tender is “All Natural” and full of bold juicy flavor, ensuring a tender dining experience every time.

**“THEY OUTSCORE
HIGHER GRADE CUTS”**

*Ferdinand Metz
Certified Master Chef*

**“IT EATS BETTER THAN
CHOICE”**

*Chef Chris Poplin CEC, CFBE
Executive Chef
IP Casino, Resort and Spa*

**“THE PRODUCT HAS
A GREAT YIELD AND
TERRIFIC TASTE”**

*Chef Steve Pairolero CEC
Harrah's Entertainment*



www.tworiverscertifiedtender.com
sales@tworiversct.com

Chef's Corner



Chef Marc A. Mora
LEVY RESTAURANTS, MAMMOTH MOUNTAIN

A believer in the simple truth of 'the fresher, the better', you'll find a hydroponic herb garden in Marc's kitchen so fresh herbs are always near. With a keen eye for every detail, Marc believes in creating exceptional experiences for each guest at every turn through incredible food, creative menus and of course the warmest hospitality. His style combined with a finely tuned business savvy makes Marc a key valuable asset both in and out of the kitchen.

www.mammothmountain.com/ResortActivities/DiningandNightlife/Levy

“ When we were looking to upgrade our meat program, we looked at Sierra Meat and Seafood and their wide range of products and sources. We have enjoyed their flexibility in tailoring a program to our various restaurants and food service locations. ”

Chef Sergio Romero
TWISTED FORK

Bringing his own culinary flair to South Reno's newest hot spot, The Twisted Fork, Chef Romero has a reputation for turning the ordinary into extraordinary. From Mexican to Italian and beyond, he has proven to be an incredibly innovative chef, pushing traditional dishes into a more creative territory.



“ I am proud of the long standing and well established relationship I have with Sierra Meat and Seafood. They have provided the highest quality meats and seafood for years. ”

www.twistedforkreno.com

Common Descriptions for the Degrees of Doneness:



RARE

Cool, red center

MEDIUM RARE

Warm, red center



MEDIUM

Pink throughout

MEDIUM WELL

Thin line of pink



WELL

No pink, dry

Source: NCBA

www.certifiedangusbeef.com



Angus beef at its best®

TASTE THE DIFFERENCE

There's Angus. Then there's the *Certified Angus Beef*[®] brand.

Available at



There are many brands of beef, but only one Angus brand exceeds expectations. The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. Ten quality standards set the brand apart. It's abundantly flavorful, incredibly tender, naturally juicy.



Angus beef at its best

www.certifiedangusbeef.com

WHAT IS WAGYU BEEF?

'WA' = JAPAN STYLE AND 'GYU' = BEEF

A breed like no other, Durham Ranch Wagyu can be traced back to its genetic beginning in Japan. Grown on select ranches throughout the American West, Durham Ranch Wagyu are raised by families dedicated to the science of this superb breed.

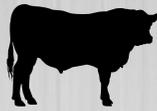
Durham Ranch Wagyu are never administered hormones or antibiotic growth promotants and are humanely treated. Most American Wagyu, also known as American Style Kobe Beef, are a cross between full blood Japanese Wagyu and either Red or Black American Angus or Charolais. Durham Ranch Wagyu are born and raised in North America and consist of a minimum of 50% full blood Wagyu Beef.



Durham Ranch Wagyu Ribeye Steak

和牛 | DURHAM RANCH WAGYU BEEF

To purchase call, 800-444-5687



From Our Family to Your Kitchen

DRY AGING

Since 1934 Sierra Meat & Seafood has been aging beef in the time honored tradition, dry aging. There is a reason why dry age beef is considered the pinnacle of flavor and tenderness by steak connoisseurs around the world. The dry aging of beef has become somewhat of a lost art over the years and what once was commonplace at top restaurants fifty years ago is now a rare treat.



Sierra Meat & Seafood has never abandoned its commitment to the tradition of dry aging beef. Several factors ensure the best dry age beef. The quality of the meat, the dry aging room and the process, all affect the final outcome. First, we start with the finest corn-fed Midwest cattle. Then we weigh and tag each piece, the beef is placed in our humidity controlled room for a period of 14-21 days for bone-in product and up to 35 days for boneless. The end result is a tender, rich and flavorful steak that is unlike anything you have ever tasted.

DRY AGE GRADE

USDA Prime
Certified Angus Beef®
USDA Choice

DRY AGE PRODUCTS (WHOLE)

Ribeye
Striploin
Tenderloin
Export Rib
Striploin, Bone-In
Shortloin

**CUSTOM DRY AGE PROGRAMS
ALSO AVAILABLE**



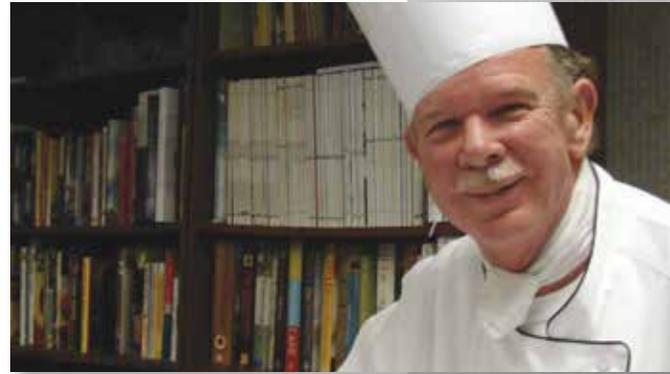
www.sierrameat.com

Chef's Corner

Chef Don Hamilton
PEPPERMILL

For over 10 years, Chef Don Hamilton has been directing the F&B operations of Peppermill Reno, including its 12 restaurants, 16 kitchens, 15 bars, lounges and banquet operations. Hamilton brings an impressive 40 year background to Food and Beverage at the Peppermill as he has traveled extensively throughout the United States, having crafted his skills with many prestigious companies such as Walt Disney, Hilton, Sheraton and Harrah's.

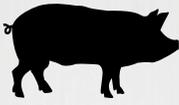
"Chef" as he likes to be called, has had the honor of cooking for five United States Presidents as well as world leaders. During his tenure in Beverly Hills, Don catered many famous celebrity events such as the Oscars, Emmys and Golden Globes.



“ For the last 15 years, I have used Sierra Meat and Seafood for all of our high end hotel and resort operations and banquets. The seafood we purchase is always top notch, especially for our sushi program. The CAB program is second to none - with all the guest compliments we receive, I don't ever worry about the product. ”

www.peppermillreno.com/dining/chefs

PORK

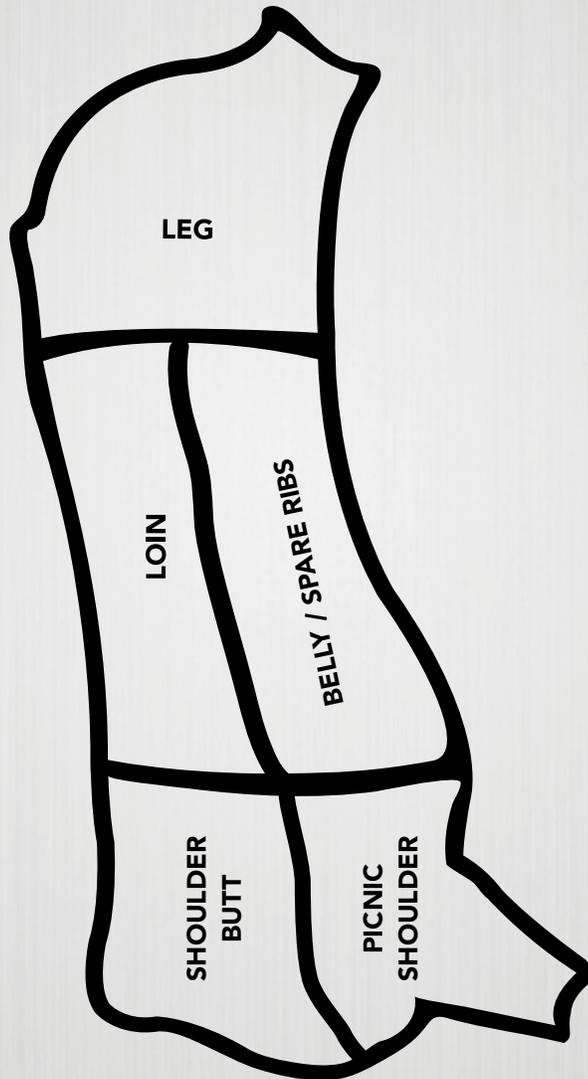


PRODUCTS

Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



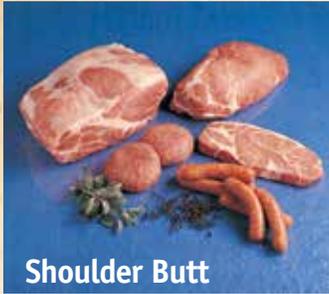
PORK CUTS



Pork Basics

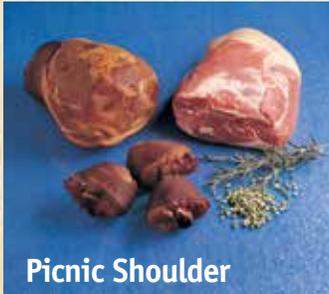


Be inspired™



Shoulder Butt

Upper row (l-r):
Bone-in Blade Roast,
Boneless Blade Roast
Lower row (l-r):
Ground Pork,
Sausage, Blade Steak



Picnic Shoulder

Upper row (l-r):
Smoked Picnic,
Arm Picnic Roast
Lower row:
Smoked Hocks



Side

Top:
Spareribs
Bottom:
Slab Bacon, Sliced
Bacon



Leg

Upper row (l-r):
Bone-in Fresh Ham,
Smoked Ham
Lower row (l-r):
Leg Cutlets, Fresh
Boneless Ham Roast

Loin



**Tenderloin &
Canadian-Style Bacon**

Left: Tenderloin
Right: Canadian-Style Bacon



Ribs

Left: Country-Style Ribs
Right: Back Ribs



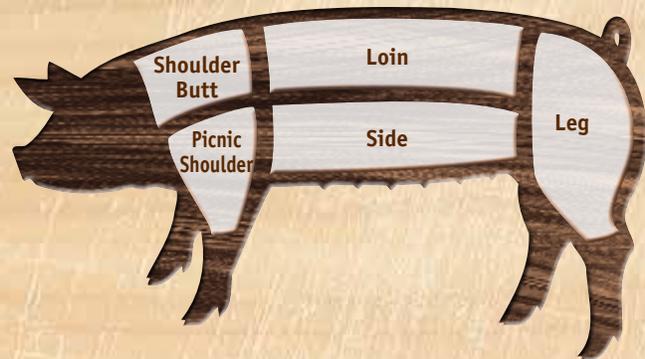
Roasts

Upper row (l-r):
Center Rib Roast (Rack of Pork),
Bone-in Sirloin Roast
Middle:
Boneless Center Loin Roast
Lower row (l-r):
Boneless Rib End Roast,
Boneless Sirloin Roast



Chops

Upper row (l-r):
Sirloin Chop, Rib Chop,
Loin Chop
Lower row (l-r):
Boneless Rib End Chop,
Boneless Center Loin Chop,
Butterfly Chop



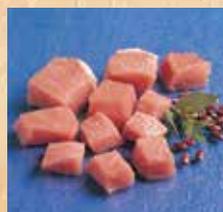
THE MANY SHAPES OF PORK ROASTS

Cut Loose!

When shopping for pork, consider cutting traditional roasts into a variety of different shapes



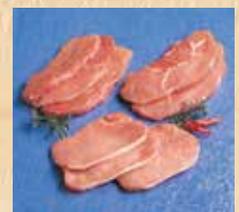
CHOPS: Dinner, backyard barbecue or gourmet entree



CUBES: Great for kabobs, stew & chili



STRIPS: Super stir fry, fajitas & salads



CUTLETS: Delicious breakfast chops & quick sandwiches



MIDWEST CORN FED PORK



Seaboard Foods is committed to providing you high-quality, great tasting pork products. Their integrated food system consists of 11 quality control points we call the Seaboard Foods Quality Circle. This Quality Circle guarantees pork products are always wholesome, flavorful and most importantly safe. For A Taste Like No Other® serve Prairie Fresh® Premium Pork from Seaboard Foods.



Since 1988, Curly's has supplied raw, fully cooked and smoked pork, and beef and chicken entree items to food service customers. Curly's barbecue items are carefully trimmed, then slow smoked in an authentic pit smoker over natural hardwoods for a rich, smokey flavor.

NATURAL PORK



Sustainable family farm partnerships produce Salmon Creek Farms Natural Pork products that will tantalize and excite your taste buds! The family farm partners have generations of farming and livestock experience. Their entrepreneurial spirit combined with the commitment to the land and livestock they cherish will guarantee your enjoyment of Salmon Creek Farms Natural Pork!

DURHAM RANCH BERKSHIRE PORK



The world's best pork. For over 300 years, the Berkshire hogs have been recognized as producing supreme quality gourmet pork known as "Korubuta", or Black Pig, in Japan. The superior taste of Berkshire Pork is as prized as Kobe Beef.

Durham Ranch contracts the Berkshire hogs directly from growers. We specify with the growers the weight limitation and the number of head produced each week. We stand on the side of our customers by verifying that the animals are 100% pure Berkshire breed, are grown under proper conditions, and that no hormone was added at any stage of growth.

Just as there are breed-specific beef products like Certified Angus Beef, there are breed-specific pork products. Referred to as heirloom or heritage breeds, examples in the marketplace include Berkshire (or Kurobuta meaning "black pig"), Duroc, and Tamworth.

A Taste Like No Other[®]



PRAIRIE FRESH[®]

PREMIUM PORK

- 100% natural pork available
- No artificial ingredients
- Wholesome, nutritious lean pork

PRAIRIE FRESH PRIME[®]

100% TENDER & DELICIOUS GUARANTEE
HAND-SELECTED PREMIUM PORK

- Pork that eats just like the best cuts of beef
- Proprietary infusion of lean pork protein and intramuscular fat
- Cooking abuse tolerant extended holding times

PRAIRIE FRESH PRIME[®]

CUISINE

- Fully cooked under vacuum pre-portioned pork
- Ready in minutes
- Minimize cooking time
- Season, sear or grill, finish & plate

- Pork Chops
- Pork Loins
- Rack of Pork
- Pork Medallions
- Pork Filets
- Pork Shoulder Steaks
- Backribs & Spareribs
- Steamship Leg of Pork
- Cook-in Bag Pork Shoulder Roasts for Shredding
- Cook-in Bag Pork Loin Backribs and St. Louis Style Spareribs
- Fully Cooked Pork Chops, Filets and Rack of Pork

Products of
SEABOARD
foods

www.PrairieFresh.com
(800) 262-7907

Chef's Corner

Chef Mark Estee
CAMPO

Equally comfortable picking his favorite produce at the family farm of his friend Gary Romano or cooking up meals for celebrities like Sir Paul McCartney, Mark Estee's culinary career has been driven by a deep love for the authentic ingredients that create true connections between land, farmer, food and diner.



Estee's relentless enthusiasm and renowned passion have landed him prestigious guest chef appearances at the James Beard House in New York City, the Four-Diamond Awahnee Hotel in Yosemite, the world-renowned Pebble Beach and Los Angeles Food and Wine Expos. Estee's restaurants have been featured on the Food Network, and written up in publications across the nation, where critics have called his food "close-our-eyes-and-moan good."

“ Sierra Meat and Seafood is local in every sense: the people, the products and being a part of the business community. They take the time to answer my questions, they allow me to visit the plant and will work with the ranchers I know. It is not all about money, they are constantly open to doing business the way that makes me satisfied. ”

www.camporeno.com



- All Hogs are Raised on Family Farms in the Intermountain West
- All Hogs are Derived From Superior Genetic Lines
- Raised Without Performance Enhancing Hormones
- Never Fed Animal Protein By-Products
- Raised Without Feed Antibiotics
- Credible: 3rd Party Audited
- All Farmers Take Part in the Swine Welfare Assurance Program
- All Farmers are Pork Quality Assurance Plus (PQA Plus) Certified
- Independent Meat Company has Been the Tradition of Quality Since 1904



it's *All* about
the **pork**



THE WORLD'S BEST PORK

100% Certified Berkshire pork, the "black pig", is prized around the world for its superior tenderness and flavor. Direct from family farms throughout the Midwest, Durham Ranch Certified Berkshire Pork is raised humanely and fed a strict vegetarian diet. All natural, meaning they are grown without the use of hormones, antibiotic growth promotants or artificial ingredients. Durham Ranch Certified Berkshire are minimally processed.



Durham Ranch Berkshire Pork 8 Bone Rack and Chop



To purchase Durham Ranch meats call,
800-444-5687



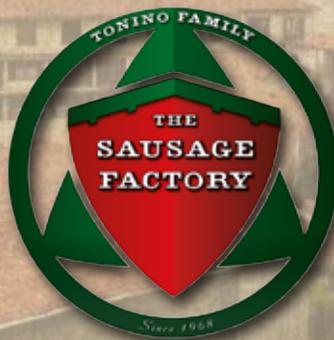
THE SAUSAGE FACTORY



“The Sausage Factory” is an independent USDA manufacturing plant, nestled in the Sierra Nevada foothills.

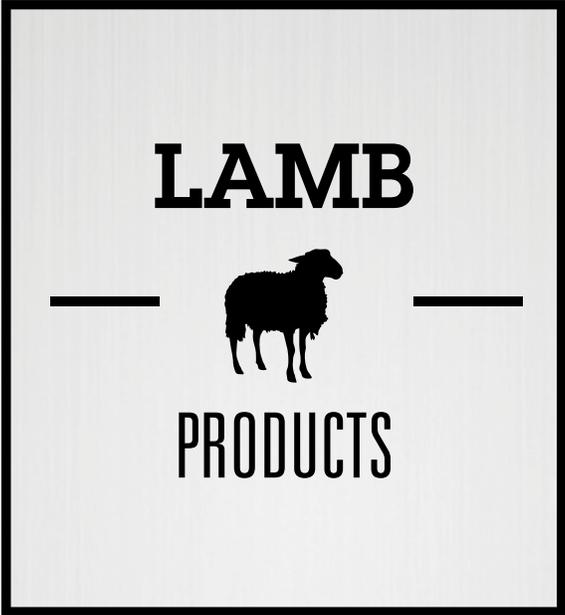
Our expertise is the production of hand crafted artisan meats from cherished Old World recipes, specializing in an array of gourmet sausages and deli meats.

“We are proud to have Sierra Meat and Seafood located in Reno, Nevada as our exclusive product distributor.”



775-882-8110 • 259 SAGE ST, CARSON CITY, NV • WWW.THESAUSAGEFACTORY.COM

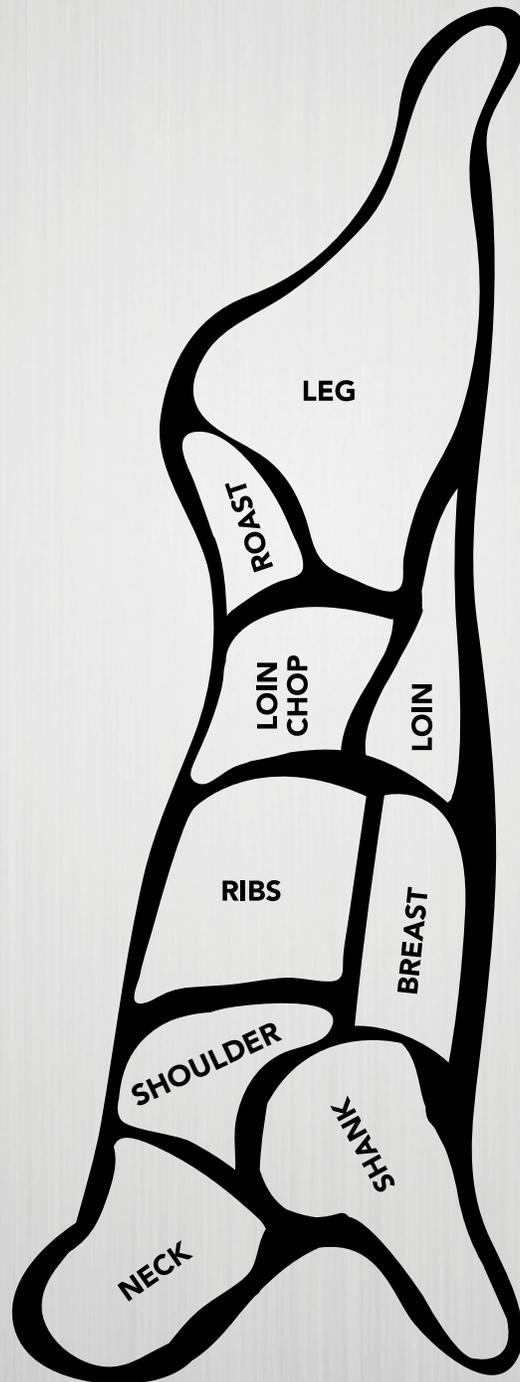




Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



LAMB CUTS



Leg



Whole Leg
(Roast)



**Short Cut Leg,
Sirloin Off**
(Roast)



**Center Leg
Roast**
(Roast)



**Center Cut
Leg Steak**
(Broil, Grill, Panbroil,
Panfry)



Butterflied Leg
(Broil, Grill, Roast)



**Boneless Leg
Roast (BRT)**
(Roast)



**Frenched
Hindshank**
(Braise)



Sirloin Chop
(Braise, Broil, Grill,
Panbroil, Panfry)



**Boneless
Sirloin Roast**
(Broil, Grill, Roast)



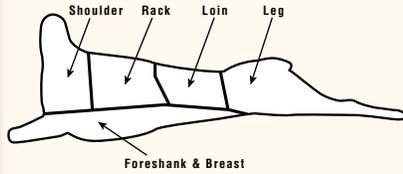
Cubes for Kabobs
(Braise, Broil, Grill)



Top Round
(Broil, Grill, Roast)

AMERICAN LAMB

Cuts & How To Cook Them



Loin



Loin Roast
(Roast)



**Double Boneless
Loin Roast (BRT)**
(Roast)



Loin Chop
(Broil, Grill, Panbroil, Panfry)



Double Loin Chop
(Broil, Grill, Panbroil,
Panfry)



Tenderloin
(Broil, Grill, Roast)

Rack

Crown Roast
(Roast)



Rib Roast
(Broil, Grill, Roast)

**Frenched
Rib Roast**
(Broil, Grill, Roast)



Rib Chop
(Broil, Grill, Panbroil,
Panfry, Roast)

Frenched Rib Chop
(Broil, Grill, Panbroil,
Panfry, Roast)



Shoulder



**Square Cut
Shoulder Whole**
(Braise, Roast)



**Boneless Shoulder
Roast (BRT)**
(Braise, Roast)



Blade Chop
(Braise, Broil, Grill,
Panbroil, Panfry)



Arm Chop
(Braise, Broil, Grill,
Panbroil, Panfry)



Neck Slices
(Braise, Roast)



Lamb for Stew
(Braise)

Foreshank & Breast



Foreshank
(Braise)



**Spareribs
(Denver Ribs)**
(Braise, Broil,
Grill, Roast)



Lamb Belly
(Braise, Roast)



Riblets
(Braise, Broil, Grill)

Other

Ground Lamb
(Broil, Grill,
Panbroil)





DOMESTIC LAMB



Mountain States Rosen is proud to be producer-owned and operated, combining generations of ranching experience with modern production practices, which promote sustainable agriculture by preserving spacious country and precious natural resources. Focused on our customers' needs, they offer a year-round supply of the highest quality lamb and veal products. Mountain States Rosen possesses a passion for excellence, offering tender, lean and delicious lamb and veal.

IMPORTED LAMB



Australia has the perfect surroundings for producing truly superior lamb. Ideal growing conditions combined with scientific breeding produce tender, delicately flavored lamb with large consistent muscle size. Australian range lambs graze freely on natural pastures, making unnecessary the use of hormones and antibiotics often used in feed lot operations. Food Comm has carefully selected only those producers who are able to provide a consistent year-round supply of high quality fresh and frozen lamb.



The Pilot Brand is about delivering simple goodness. Their family of farmers, processors and distributors provide a synergy of people, philosophy and products that deliver the best of the land with exacting attention to detail, service and quality. In the verdant pastures of New Zealand and Australia, livestock graze freely year round and dedicated farming families take pride in the traditions of stewardship passed down through generations.

Sheep are used to prevent forest fires by grazing the undergrowth in forests and wooded areas, as well as to graze weeds naturally in vineyards across the country.



From the pristine fields of Australia to your Kitchen ...Sierra Meat and Seafood is proud to RE- Introduce
FRESH 100% Grass-Fed Premium Lamb



-Please ask your sales rep about the following stocked items-

Sierra Item #	Description	Pack Size
FRESH 100% Grass-Fed Premium Lamb		
403021	Lamb Rack Frenched 20/22	1/bag ; 12/ case
403827	Lamb Rack Frenched 22/24	1/bag ; 12/case
403025	Lamb Rack Frenched 24/26	1/bag ; 12/case
403140	Lamb Rack Frenched 26/28	1/bag ; 12/case
402470	Lamb Rack CFO	1/bag ; 10/case
403127	Lamb Loin Boneless 8/10oz	4/bag ; 12/case
403014	Lamb Tenderloin	14/bag ;10/case
403020	Lamb Top Sirloin	6/bag ; 12/case
403000	Lamb Hindshank Frenched 16oz up	2/bag ; 10/case
FROZEN 100% Grass-Fed Premium Lamb		
414048	Lamb Boneless Leg BRT	1/bag ; 6-8/case
402829	Lamb Loin Chop 6oz 1" Tail/1" Thick	26 chops/ 10# case

**** No hormones or antibiotics...ever* Naturally Wet Aged* Exceptional plate cost & yield****



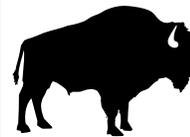
WHERE THE BUFFALO ROAM

Durham Ranch Bison live as they did centuries ago; grazing and roaming on our 65,000 acre native range in northeastern Wyoming. Hard work, raising healthy animals and preserving the land we live on are values Durham Ranch was founded on. Using the Holistic Management® model, Durham Ranch considers all aspects of the environment in its decision making process from improving the health of the land and water resources to reducing the use of fossil fuels, enhancing local communities and preserving family ranching.



Durham Ranch Natural Bison Strip Loin

To purchase Durham Ranch meats call,
800-444-5687
or to learn more visit www.durhamranch.com.



DURHAM[®]
RANCH
NATURAL BISON

OBERTI
WHOLESALE FOODS, INC.



Bay Area's
PREMIER
Meat Supplier



Since 1986

We focus on quality, service,
and competitive pricing.

Our Mission

is to establish long term
relationships with our customers
and to develop new and
improved meat products
and innovations.

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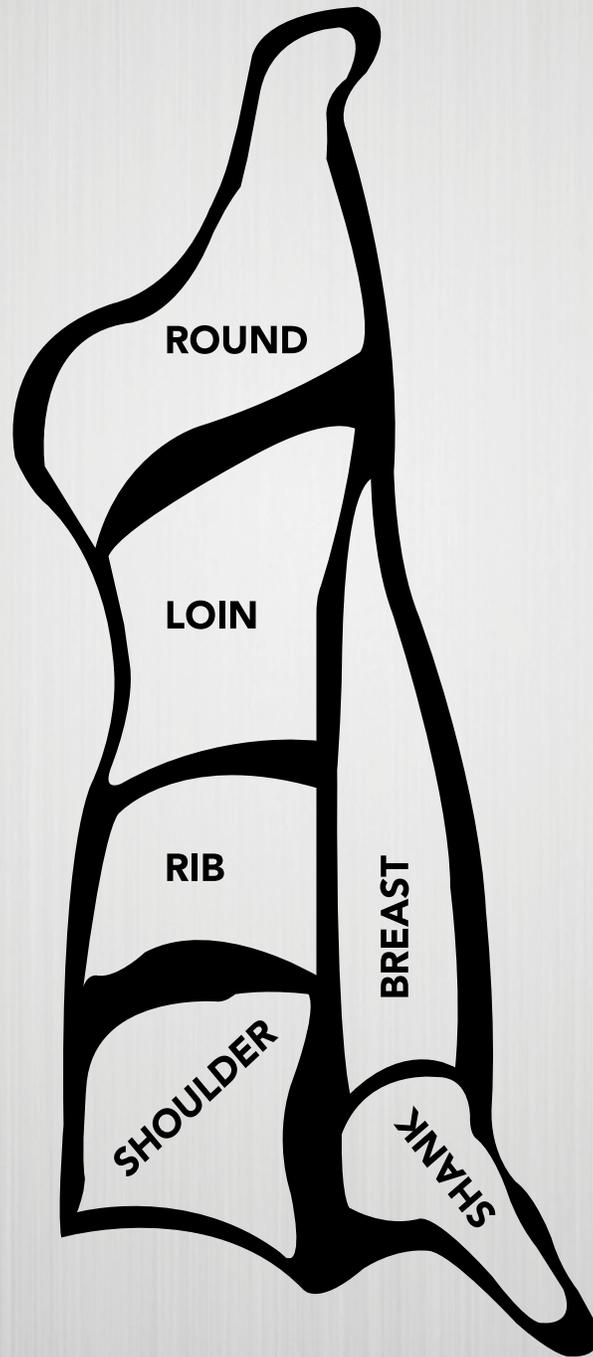




Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



VEAL CUTS





FORMULA FED VEAL



Provimi Foods, Inc. provides gourmet meal solutions for cooking and the food service industry. Formerly known as Provimi Veal Corp. founded in 1962, today is operated as a subsidiary of Marcho Farms, Inc. In 1969, Wayne A. Marcho purchased his first calf at a local livestock sale. Marcho Farms grew from a two person veal farm, to an integrated operation processing over 1,600 head per week.

Marcho Farms raises and supervises 100% of the calves they process. Each step in their integrated approach, including selection, housing, feeding, transportation, inspection, slaughter, processing and delivery, is undertaken with a sense of pride, and with an unswerving commitment to quality.

DOMESTIC VEAL



Born and raised in the United States of America, Mountain States Rosen's lamb and veal comes from a family of ranchers and growers who are dedicated to their land, animals and trade. Our veal comes from family farmers in the eastern states who are dedicated to producing the highest quality veal with the highest quality raising standards.

WESTERN VEAL

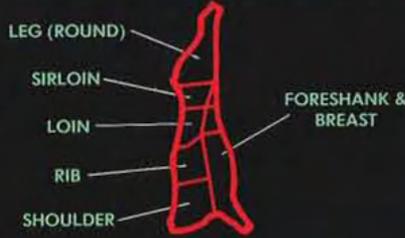


Western veal, also known as "European style" veal, is range-grown in Northern California. Oberti's cutlets are hand cut from the loin, exceptionally consistent and unsurpassed in leanness and tenderness. The thick, juicy and delicate flavor is revealed in the quality of Oberti's veal.

Veal's upscale image generally commands a higher price point. The smaller portion size delivers more profits per order than most meat dishes.

Veal

• RETAIL CUTS •
 WHERE THEY COME FROM
 HOW TO COOK THEM



Rib Roast
Roast

Boneless Rib Roast
Roast

Crown Roast
Roast

Boneless Rib Chop
Braise, Panfry, Broil

Rib Chop
Braise, Panfry, Broil

Short Ribs
Braise, Cook in Liquid

RIB

Boneless Rump Roast
Braise, Roast

Round Steak
Braise, Panfry

Top Round Steak
Braise, Panfry

Leg Cutlet
Braise, Panfry, Broil

LEG (ROUND)

Loin Roast
Roast

Boneless Loin Roast
Roast

Loin Chop
Braise, Panfry, Broil

Kidney Chop
Braise, Panfry

Top Loin Chop
Braise, Panfry, Broil

Butterfly Chop
Braise, Panfry, Broil

LOIN

Blade Roast
Braise, Roast

Arm Roast
Braise, Roast

Blade Steak
Braise, Panfry

Arm Steak
Braise, Panfry

Boneless Shoulder Arm Roast
Braise, Roast

Boneless Shoulder Eye Roast
Braise, Roast

SHOULDER

Sirloin Roast
Roast

Boneless Sirloin Roast
Roast

Sirloin Steak
Braise, Panfry, Broil

Top Sirloin Steak
Braise, Panfry, Broil

SIRLOIN

Breast
Braise, Roast

Boneless Breast Roast
Braise, Roast

Cross Cut Shank
Braise, Cook in Liquid

Riblet
Braise, Cook in Liquid

Shank
Braise, Cook in Liquid

FORESHANK & BREAST

Veal for Stew
Braise, Cook in Liquid

Ground Veal
Panfry, Broil

Cubes for Kabobs
Braise

Cubed Steak
Braise, Panfry

OTHER CUTS



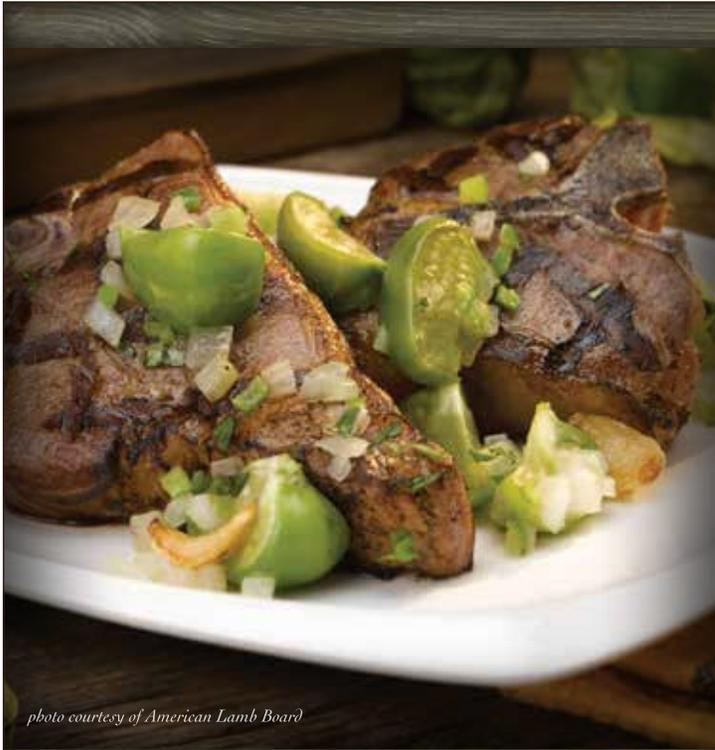


photo courtesy of American Lamb Board

Authentic, Wholesome American Lamb & Veal



Over a decade ago, in an effort to preserve a rural, family-run agrarian lifestyle in the United States, lamb and veal producers joined forces, gradually realizing their vision of success: a vertically-integrated operation which ensures complete quality control throughout the entire supply chain.

This company is named Mountain States Rosen. No other company holds true to time-honored traditions and a rock-solid commitment to continual improvement. These deep values and strict protocols guarantee lamb and veal products with the utmost integrity—in raising practices, sustainable land use, food safety and consistent product excellence.

Today's consumers appreciate American ingenuity, and, celebrity chefs and top food trends forecasters are proclaiming delectable and convenient lamb and veal cuts a hot trend. Differentiate your menu and meat case to satisfy consumer appetites with Mountain States Rosen American Lamb and Veal offerings.



HOW MIGHT WE SERVE YOU TODAY?

NY: 800-872-5262 CO: 800-555-2551 CA: 530-297-5262 www.mountainstatesrosen.com



PROVIMI

FOODS



FORMULA FED VEAL | AMERICAN LAMB | GOURMET SAUCES

POULTRY

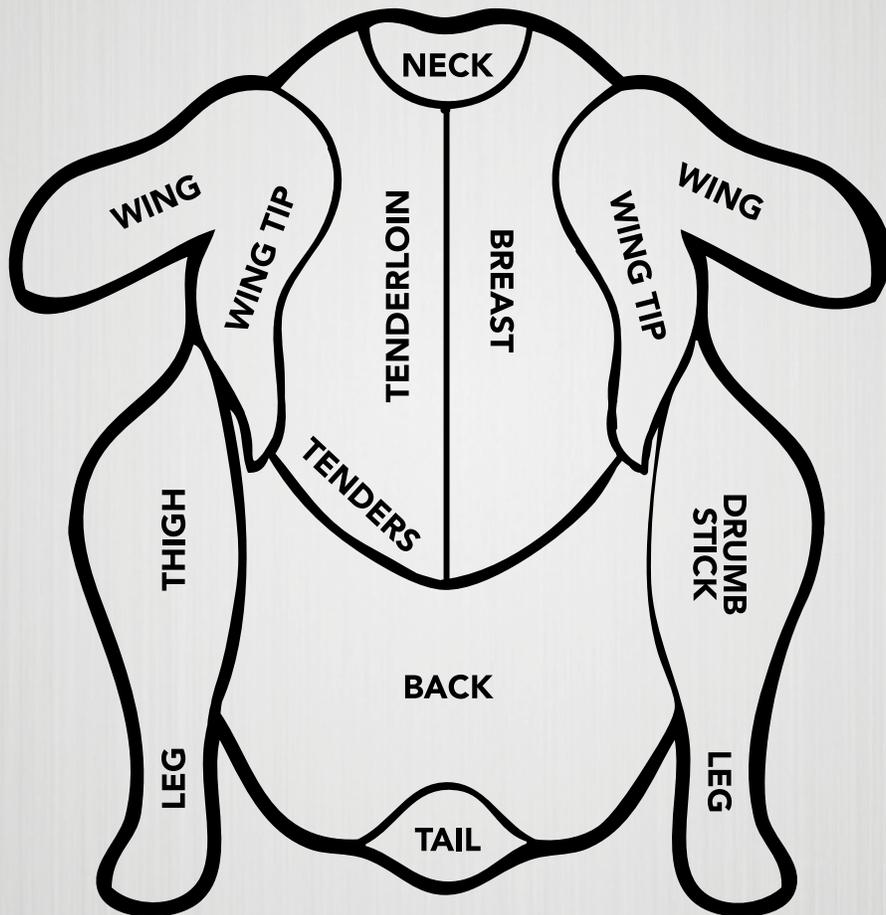


PRODUCTS

Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



POULTRY CUTS





POULTRY



Brakebush is a privately owned, value added processor of great tasting chicken products. Brakebush provides a complete line of fully cooked and pre-browned chicken, from tenderloins, wings, popcorn chicken, sliders and breaded or grilled fillets to innovative products like Sriracha Chicken Bites™. For over 85 years, Brakebush has been Making The Chicken That Makes Your Menu™.

SPECIALTY POULTRY



Durham Ranch Game Birds are some of the finest poultry available. Domestically grown on small family farms throughout the eastern seaboard and California or in some cases grown naturally in the wild, Durham Ranch Game Birds are the best in quality and sustainability raised. They are humanely treated and cared for in an environment that provides a vegetarian diet. Processed under the supervision of the USDA at Sierra Meat and Seafood in Reno, Nevada and select locations throughout the USA, always under our direct supervision and to our exact specifications.

BRANDS ALSO AVAILABLE IN POULTRY



FUN FACT: Which came first, the chicken or the egg? All vertebrates have eggs, but the hard shelled variety first appeared among reptiles.

CHICKEN BASICS

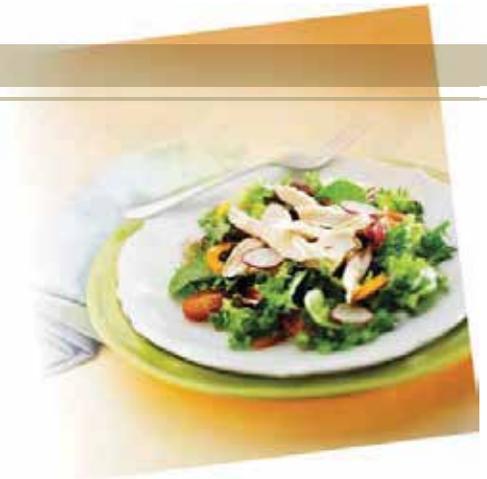
Chicken parts and processing

CHICKEN ANATOMY 101

Processed chickens can be classified into one of seven different USDA-defined groups:

- Broiler – a chicken raised for its meat, as distinguished from a “layer,” which is a chicken that lays eggs for the table.
- Roaster – 5 pounds or higher, less than 10 weeks of age; usually 55 to 60 days of age
- Capon – surgically de-sexed male broilers weighting 7 to 9 pounds, and about 14 to 15 weeks of age; plump and tender; capons were once common but are now a specialty item.
- Rock Cornish Hen – less than 30 days of age and about 2 pounds.
- Rock Cornish Fryer – a small broiler-fryer weighing between 1 and 2 pounds.
- Hen – female adult chicken.
- Rooster – male adult chicken.

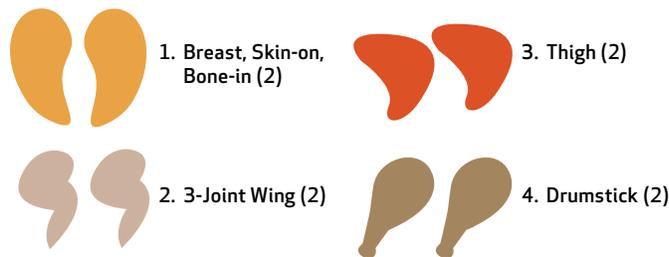
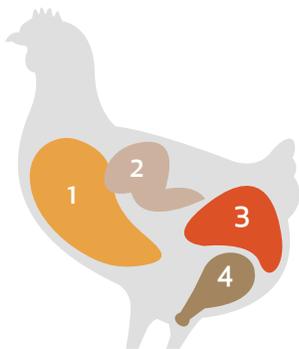
Below you will find the essential guide to decoding the various poultry parts and cuts.



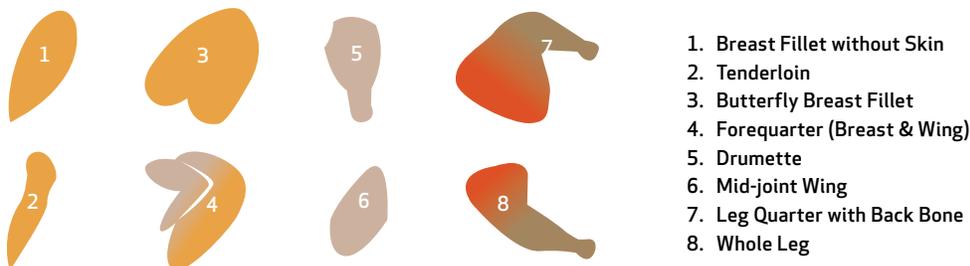
When compared to the rest of the world, Americans' appetite for chicken is unmatched. Fewer than 300 million Americans eat substantially more chicken than over a billion Chinese. We eat about twice as much as over 400 million Europeans.

Chicken Parts

NATIONAL CHICKEN COUNCIL



Chicken Cuts





Brakebush

Proud to be
U.S. Family Owned and Operated

Since 1925

*Making The Chicken
That Makes Your Menu™*



6506 Country-Krisp® Dinners



6266 Zippity Doo-Wa Ditties® Wings



5570 Sriracha Chicken Bites™



5579 Home Style Tenders

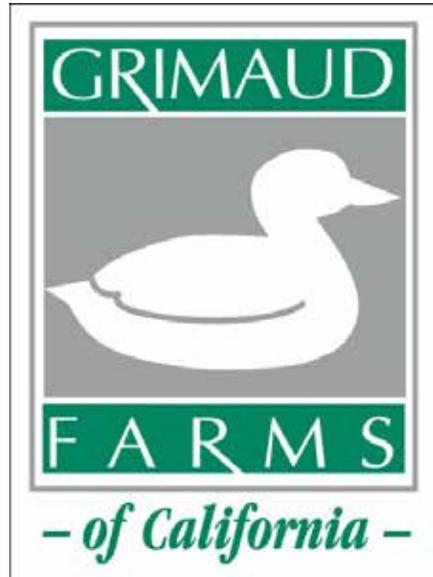
For more information visit www.brakebush.com or call 800-933-2121



Exceptional Flavor
Superior Leanness
Unmatched Yield
Extraordinary
Versatility

Our Commitment to Excellence

*Quality * Selection * Service*



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Grill, Sauté, Roast or Broil
Available Whole & Portioned

Chef's Corner

Chef Natalie Sellers
4TH ST. BISTRO

A transplant from the San Francisco Bay Area, Chef Natalie Sellers brought with her a commitment to sustainable agriculture and cuisine. The menu of 4th St. Bistro reflects that commitment as it changes with the seasons and what is available from local farmers and ranchers.



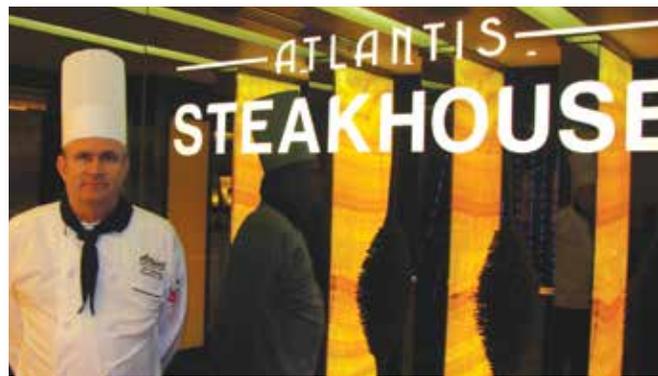
4th St. Bistro was the pioneer in uniting a menu built mainly from local, regional and sustainable ingredients with wait staff who are as passionate about the food as the restaurant's owners, Chef Sellers and General Manager, Carol Wilson.

“ I source my protein to compliment our menu's seasonal offerings. Sierra Meat & Seafood and my rep Lew have always gone above and beyond to ensure I have the right match for what I want to serve. ”

www.4thstbistro.com

Chef Bob Katausky
ATLANTIS RESORT and SPA

It was during his humble beginnings in the family owned restaurant in Los Angeles that Bob Katausky discovered his passion for food. Once in Reno, he found the casino food scene to be the perfect place to hone his creative spirit and genuine culinary talents.



Bringing his expertise in 1989 to what is now the Atlantis, he has established a name and reputation as an award winning culinary master, developing signature dishes and putting his creative spin on the culinary classics. He is proud to offer cuisine that inspires the imagination and tempts the tastebuds.

“ Sierra Meat & Seafood's owners are genuine, hands-on foodservice partners with the Atlantis. The entire team is always ready to roll up their sleeves and get to work. Between this passion to serve and the quality and consistent products they provide, they are the best choice for center-of-the-plate products around. ”

www.atlantiscasino.com/dining



HERITAGE BREEDS. ALL-NATURAL. HUMANELY TREATED.

Durham Ranch game birds are some of the finest poultry available. Domestically grown on family farms throughout the eastern seaboard, Durham Ranch game birds are the best in quality and sustainably raised. They are humanely treated and cared for in an environment that provides a vegetarian diet and fresh water. Our farms carefully select local feed, provide room and adequate time for the birds to grow in a stress-free environment, and utilize the most modern-day humane practices in harvesting. This ensures you receive a product that's all-natural, healthy and delicious.



Durham Ranch Foie Gras



Durham Ranch Duck Leg

WHERE FLAVOR TAKES FLIGHT.

Delicate and delicious, Durham Ranch game birds elevate the elegance of any menu.

*Duck • Foie Gras • Partridge • Pheasant
Poussin • Quail • Squab*

*For a full list of Durham Ranch Game Bird products,
please visit sierrameat.com/productguide*

To purchase Durham Ranch meats call,
800-444-5687
or to learn more visit www.durhamranch.com.



NATURAL AND SUSTAINABLE SPECIALTY MEATS®

SEAFOOD

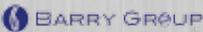


PRODUCTS

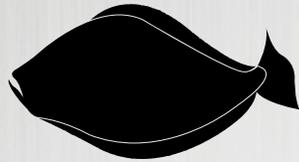
Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.



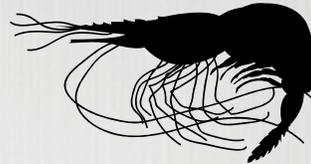
S.M. Products EST. 1962



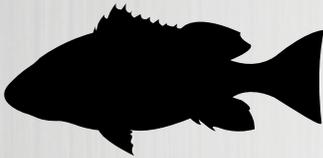
SEAFOOD



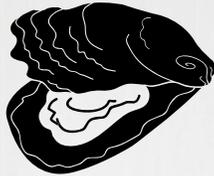
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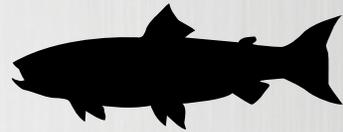
SHRIMP



SNAPPER



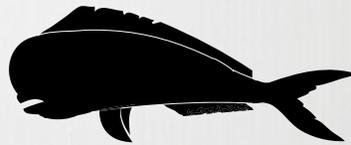
OYSTER



SALMON



CRAB



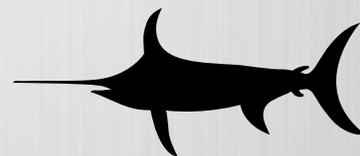
MAHI



TUNA



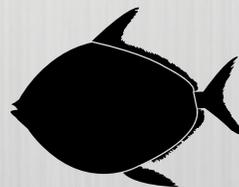
LOBSTER



SWORD FISH



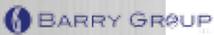
KING CRAB



OPAH



SEAFOOD



Barry Group Inc. has been involved in fish harvesting and processing since the 1830's. During the 1960's, the advent of modern technology presented promising business opportunities and, as a result, the Barry Group placed greater focus on quality, customer service, and marketing. Today, a large and skillful workforce throughout Atlantic Canada processes thousands of tons of fish from an expanding list of species for the demanding and competitive international market.



With over 65 years experience, Marder Brands has gone to great lengths to develop direct channels with only quality conscious suppliers all over the world. Marder Trawling is totally committed to maintaining the highest seafood food safety and quality standards. Their product is cut, processed and packed in-house for the most efficient service.



Meridian Products was established in 1976. It is one of the largest wild mexican shrimp importers in the United States. They have offices located in Los Angeles, Seattle, New Jersey, Texas and North Carolina.



By focusing on top-of-the-line products, quality assurance and consistent improvement, Ming Hong International has become a leading importer, manufacturer and wholesaler specializing in Japanese sushi ingredients and other authentic Asian specialty foods in the United States. They have received great praise and recognition at the industry level all over the country.



Ocean Blue Products, Inc. has been in the seafood industry for 23 years. They act and function as an importer and trader of frozen marine products with the goal to be a one-stop-shop for all your sushi item needs.

It takes four to seven years for an American lobster to grow to one pound. Lobsters can grow up to 45 pounds.



SEAFOOD



In 1981, Odyssey Enterprises started with a few employees sharing a passion for two things: seafood and Seattle. Odyssey has grown from humble beginnings to a nationally-recognized seafood brand. From the beginning, they've been committed to bringing the best of the world's seafood to you through their exclusive brand of frozen seafood, Treasures from the Sea.



S.M. Products (B.C.) Ltd. was established in 1974 and has grown to become one of the largest buyers, processors and marketers of Wild Pacific Halibut in North America. The ability to provide fresh product throughout the season, no matter what the conditions, gives S.M. Products and their customers a competitive advantage.



Sea-Trek has been a trusted source for quality seafood since 1985. They have established a national reputation as a trusted and reliable supplier of quality frozen seafood products. As the seafood business grows ever more global, Sea-Trek remains at the forefront by sourcing seafood worldwide from well-managed and sustainable fisheries that protect the future of seafood and our industry.



The Town Dock strives to source as much product as possible from local Rhode Island boats. When you choose Town Dock, you're choosing clean, great-tasting squid and fresh fish – nature's best – all possible because of the support of our fleet and the independent vessels that serve them.



Unified Seafood Co. has been a pioneer in the seafood industry since the early 1890's. The company is well known for the superior quality of fresh seafood and frozen sushi line. Unified concentrates on quality, variety, and abundance to ensure a consistent supply for the demand, allowing a reputation for loyalty, consistency, quality and competitive pricing.



Twin Tales Seafood Corporation's commitment to high quality and excellence has made them a leading producer of BOSS Brand Fresh Venezuelan blue crabmeat since 1993. All of Twin Tales crabmeat products are made from fresh, steam cooked crabs, which are then cooled and hand-picked for accurate and consistent grading.



Skuna Bay is the only salmon farmer in the world to have multiple farms awarded with the Best Aquaculture Practices certification by the Global Aquaculture Alliance, the leading standards-setting organization for aquaculture seafood. The Best Aquaculture Practices standards are developed by a committee of diverse stakeholders including leading progressive environmental and related advocacy organizations.

ALASKA SEAFOOD

GENERAL FISHING AREAS

ALASKA



1. KOTZEBUE SOUND

Salmon

2. NORTON SOUND

Crab, Salmon

3. BRISTOL BAY

Alaska Pollock, Black Cod (Sablefish), Cod, Crab, Halibut, Salmon

4. ALASKA PENINSULA

Alaska Pollock, Black Cod (Sablefish), Cod, Crab, Halibut, Rockfish, Salmon

5. ALEUTIAN ISLANDS

Alaska Pollock, Black Cod (Sablefish), Cod, Crab, Halibut, Rockfish, Salmon

6. KODIAK

Alaska Pollock, Black Cod (Sablefish), Cod, Crab, Halibut, Rockfish, Salmon, Sole/Flounder, Shrimp/Spot Prawns, Weathervane Scallops

7. COOK INLET

Black Cod (Sablefish), Clams, Cod, Crab, Halibut, Oysters, Rockfish, Salmon, Weathervane Scallops

8. PRINCE WILLIAM SOUND

Black Cod (Sablefish), Clams, Cod, Crab, Halibut, Oysters, Rockfish, Salmon, Shrimp/Spot Prawns, Weathervane Scallops

9. YAKUTAT

Black Cod (Sablefish), Cod, Crab, Halibut, Oysters, Salmon, Shrimp/Spot Prawns, Weathervane Scallops

10. SOUTHEAST ALASKA

Black Cod (Sablefish), Clams, Cod, Crab, Halibut, Oysters, Rockfish, Salmon, Shrimp/Spot Prawns

11. BERING SEA

Alaska Pollock, Black Cod (Sablefish), Cod, Crab, Halibut, Sole/Flounder



www.alaskaseafood.org

Administrative Office • 311 N. Franklin St., Suite 200 • Juneau, AK 99801 • 800-478-2903
 Marketing Office • 150 Nickerson Street, Suite 310 • Seattle, WA 98109 • 800-806-2497

Wild Alaska Salmon **TRIM GUIDE**



TRIM A

- 1) Backbone off
- 2) Bellybone off



TRIM B

- 1) Backbone off
- 2) Bellybone off
- 3) Backfin off
- 4) Collarbone off
- 5) Belly fat off
- 6) Belly fins off



TRIM C

- 1) Backbone off
- 2) Bellybone off
- 3) Backfin off
- 4) Collarbone off
- 5) Belly fat off
- 6) Belly fins off
- 7) Pin bone out



TRIM D

- 1) Backbone off
- 2) Bellybone off
- 3) Backfin off
- 4) Collarbone off
- 5) Belly fat off
- 6) Belly fins off
- 7) Pin bone out
- 8) Back trimmed
- 9) Tailpiece off
- 10) Belly membrane off
- 11) Nape trimmed



TRIM E

- 1) Backbone off
- 2) Bellybone off
- 3) Backfin off
- 4) Collarbone off
- 5) Belly fat off
- 6) Belly fins off
- 7) Pin bone out
- 8) Back trimmed
- 9) Tailpiece off
- 10) Belly membrane off
- 11) Nape trimmed
- 12) Skin off*

*Depth of skinning may vary according to customer requirements

ALASKA SEAFOOD MARKETING INSTITUTE

Administrative Office: 311 N. Franklin Street, Suite 200, Juneau, AK 99801
 Phone: 800-478-2903 Fax: 907-465-5572

Marketing Office: 150 Nickerson Street, Suite 310, Seattle, WA 98109
 Phone: 800-806-2497 Fax: 206-352-8930

Wild ALASKA Salmon
 NATURALLY ABUNDANT™



www.alaskaseafood.org



CRAFTSMAN CHEF MEET CRAFTSMAN FARMER

Oh, you already know each other



Skuna Bay Salmon is served by the best chefs and fish vendors in America and is the Exclusive House Purveyor of Fresh Salmon to the James Beard House. Available in Reno and Lake Tahoe only through SIERRA Meat & Seafood.



WWW.SKUNASALMON.COM

twitter: @SKUNABAY

PREMIUM LEGS & CLAWS

KING CRAB



*Treasures
from the sea*
by Odyssey®

S.M. Products (BC) Ltd.

A premium supplier of
Pacific Halibut and
other Pacific fish
species



WOONIA®

www.halibut.ca





SEA-TREK SCALLOPS

Setting the standard since 1985.

Sea-Trek Gold is one of the best-known and most trusted brands of scallops on the market today. Our success in scallops has its foundation in a 25+ year partnership with the USA's largest scallop harvester and producer, affording Sea-Trek plentiful supply and a select choice of raw materials. From the ocean floor to the kitchen, Sea-Trek has the experience to help build your bottom line.

THE SEA-TREK ADVANTAGE:

- Direct vessel relationships and boat unloading facilities of North Atlantic product.
- Worldwide sourcing partnerships in Canada, Japan, Peru and China offer year round continuous supply of sea and bay scallops.
- Impactful, branded packaging for retail and foodservice distributor markets; private label packaging also available.
- Multi-lingual packaging for export products with proven brand recognition in Europe, Russia, Australia, Latin America and Asia.
- Time-tested reputation for quality and reliability.



SEA-TREK
ENTERPRISES, INC.

45 Water Street, East Greenwich, RI 02818
Tel: 401.884.3814 • 800.999.3814 Fax: 401.884.5443

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Introducing: Canada's first **certified organic** farm-raised salmon

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Our indigenous Pacific Chinook (King) salmon is sustainably raised off the west coast of Vancouver Island. Rich in flavour and packed with healthy omega-3 fatty acids, it is guaranteed fresh, year-round. And now it's **certified organic**, making it the right choice for your table and for the environment. So, go ahead. Be picky.



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CAN/CGSB-32.312-2012

Chef's Corner

Chef Douglas Dale
WOLFDALÉ'S

In Japan as an exchange student, Douglas Dale discovered his passion for food while cooking under Chef Hideko Matsuura-san of Nineji. His culinary journey since that time has included studying under such greats as Chef Hiroshi Hayashi of the Seventh Inn in Boston and Chef Hideko Matsuura in Japan.



Learning that simple is a fundamental truth, his approach to food is summed up with his statement: "I keep a simple, clean approach to food. The basics are very direct and uncomplicated, that's the way food should be." This foundation has allowed Chef Douglas to take his restaurant Wolfdale's to new heights. The restaurant has been recognized by food critics locally and nationally, receiving many awards and accolades as well as being featured on television shows and recognized as one of "America's Finest Restaurants" by the National Registry of Chefs in America.

“Cooking is easy when I have the confidence in the food I use. Sierra Meat and Seafood has the quality of product that Wolfdale's is serving on a daily basis. Their service is very informative and consistently reliable.”

www.wolfdales.com




Ocean Blue

Calamari



Holding Squid to a Higher Standard



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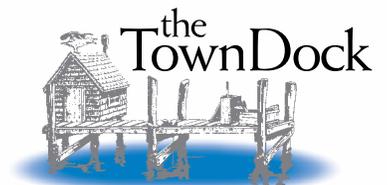
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We harvest only the best squid for our Rhode Island label fresh from America's North Atlantic waters. Available in various sizes of tubes & tentacles, tubes only, rings & tentacles and rings only, this ready-to-use product has been fully cleaned for your convenience. Add our squid to your recipe, and you'll taste the Town Dock difference.

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We offer a wide variety of live, fresh and frozen seafood, multiple species of fin and shell fish.

Our seafood team has more than 100 years of combined experience working daily with fisherman, processors and importers. We locate the best quality and value.



Our relationships and passion to procure the finest and safest seafood and sushi products from around the world are unmatched. We source wild and farmed sustainable products and are conscientious of resources and our environment.

The Largest Seafood Supplier in Northern Nevada

Fresh Seafood From Around The World

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Full Line of Quality Frozen Seafood

- » Sustainable
- » Wild and Farm Raised Lobster, Crab, Shrimp, Scallop and many other specialty items

Sushi

- » An array of fresh and frozen sushi items



Chef's Corner

Chef Shakka Moore

Shakka is an innovative chef who's passion for food, flavor and creativity fuel his drive to exceed expectations. A lifetime of culinary journeys have provided Chef Shakka with vast amounts of knowledge of multiple cuisines and techniques, which he enthusiastically incorporates into the menus he creates for his clients.

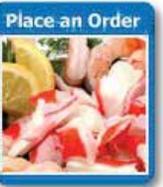
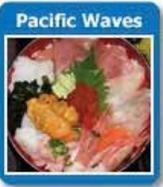


“ I have been ordering from Sierra Meat and Seafood for over 10 years and I will continue to do so because of the quality of products and service they provide. It is great to know that I have a vendor that stands behind their product and is willing to go the extra mile to please their client. I tend to want to do things that are a bit out of the ordinary at times and if they don't have it... they will source it for me and get it in. It's great to have a company like that in our backyard. ”

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Your #1 Seafood Source

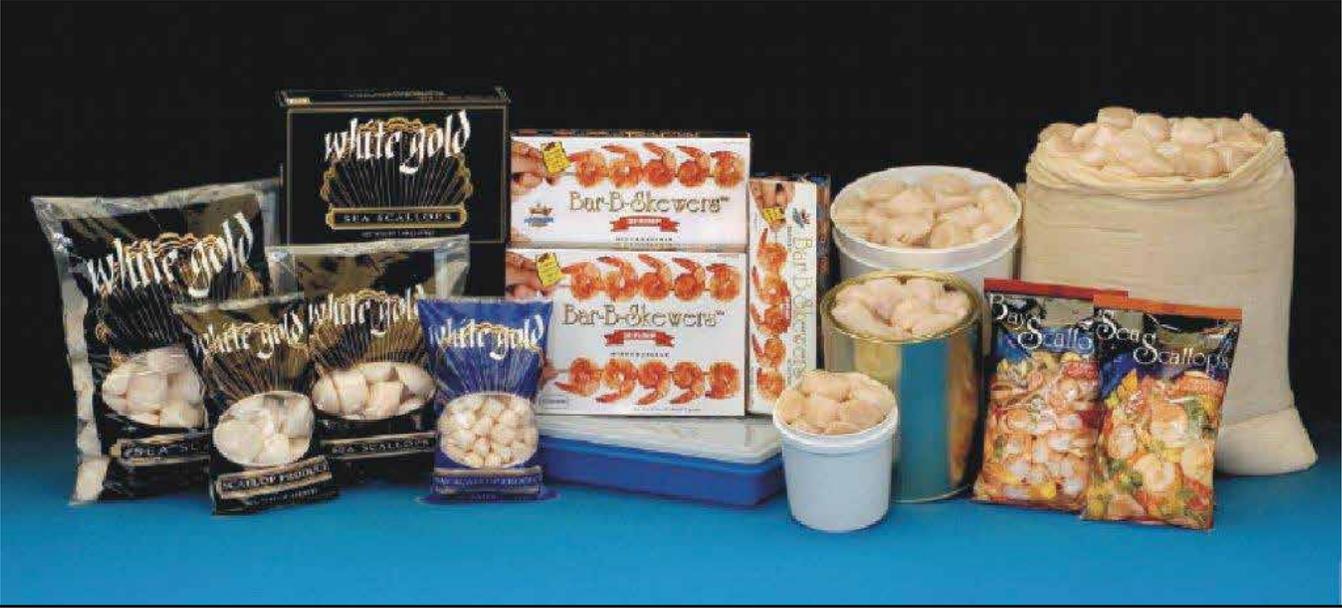
HOME



Pacific Waves

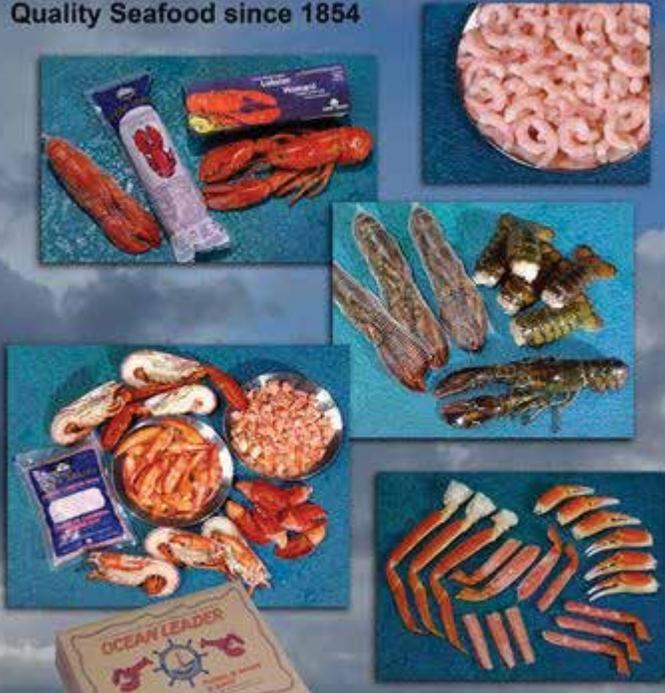


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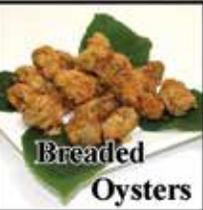
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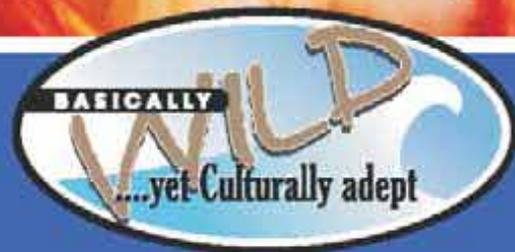




MERIDIAN.

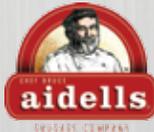
Meridian Products

West Coast Mexican Shrimp



DELI AND PROVISIONS

Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.





BACON



In 1893, John R. Daily opened the Union Market, a local retail meat market in Missoula, Montana. The market supplied local residents with fresh meat. This was the beginning of Daily's Premium Meats. Daily's has been making the finest quality smoked and processed meats since 1893. From their signature honey-cured bacon to delicious hickory smoked hams, Daily's offers a variety of products for both food service and retail.



Durham Ranch brand sees the demand for high quality specialty meat products, raised sustainably and naturally. Our products are sourced from small family farms or in some cases grown naturally in the wild. They are processed under the supervision of the USDA by our Sierra Meat and Seafood company in Reno, Nevada, as well as in select locations throughout the USA, always under our direct supervision and to our exact specifications.



Nueske's bacon is so good it has won national acclaim from The New York Times, Chicago Tribune and Cuisine Magazine and has been named Gold Award Winner in the Specialty Food Association's 2010 national competition. The taste is unforgettable. Nueske's smokes their bacon over glowing Applewood embers to give it that rich, smoky flavor. It comes thick-sliced or thin-sliced in 1 lb. vacuum-sealed packages for your storage convenience.



The Sausage Factory is an independent USDA manufacturing plant in Carson City, Nevada. Their famous Italian Sausage originated from Northern Italy, at the turn of the twentieth century. Giuseppe Tonino walked the Italian Alps from farm to farm, expertly processing animals to exact specifications. Now, Joseph, a third generation Tonino butcher, takes pride in carrying on family traditions by continuing to hand-craft Italian delicacies and American favorites in the time-honored fashion, using only the finest cuts of meat.



For over 100 years, the Falls Brand Family continues to deliver the traditional quality of great taste, uncompromising standards and value unique to their line of hardwood smoked meats and fresh sausage products. They take pride in their old world recipes handed down through the generations!



Sunnyvalley Smoked Meats is large enough to serve your needs, but small enough to appreciate your business. We are committed to producing the finest quality and best tasting bacon and ham on the market.

BRANDS ALSO AVAILABLE IN BACON 



DELI MEATS



For the past 30 years, Aries Prepared Beef has been the preferred supplier of the finest delis and food establishments. Aries uses only specially selected cuts of beef and Certified Angus Beef® (CAB) in all of their products. Loyal customers know and trust the fresh-to-order meats are as high-quality as they are delicious.



Durham Ranch is proud to offer a full selection of deli and provisions. Whether you are a chef looking to add a charcuterie plate to your appetizer menu or you are a fully dedicated deli, you will find what you are looking for.



The Sausage Factory is beloved by restaurants, casinos and delis in Nevada, both in Reno and Las Vegas. They provide the public and the food service industry with choice staples that set the standard in quality.



Our New York State National® deli meats are made the Old World® way. We hand select only the best raw materials and cook in our 100 year old brick ovens. try our pastrami, cooked corned beef, or roast beef and enjoy New York's finest.

BRANDS ALSO AVAILABLE IN DELI MEATS



Bologna deli meat is named after Bologna, Italy (where the authentic "bologna," known as mortadella, is popular).



FRANKS



As part of the Aries commitment to quality and freshness, sausages and hot dogs are made from their own fresh, whole muscle trimmings.



All lightly smoked and fully cooked, you won't find a better quality hot dog. The Sausage Factory uses only the finest premium cuts of pork and beef, never any fillers, chicken or turkey, or by-products.



For franks you can be sure were raised sustainably and naturally, look no further than Durham Ranch. Our Bison and Wagyu franks are from small family farms and processed under direct supervision to assure quality. We put our trust in a local sausage maker to create our nitrate-free, gourmet Durham Ranch franks using an old Italian family recipe.



Falls Brand hot dogs have been made with the same recipe for generations. They are so good that customers often ask, "What is the secret ingredient?"

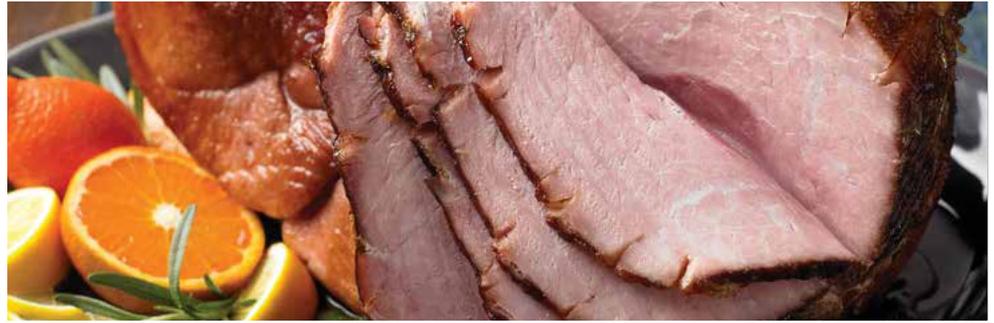


New York State National Brand® 100% Beef Franks are juicy and flavorful, with a taste that will bring you back to childhood memories of backyard barbeques and New York City visits.

BRANDS ALSO AVAILABLE IN FRANKS



To cure or not to cure, that is the question!
"Ham" is the cured leg of pork, while "Fresh Ham" is the uncured version.



TURKEY



In the early 1900's, a few Michigan farmers and their families began raising turkeys. They found that the temperate climate and rich land produced a bigger and healthier bird. Today, these family farms are still in operation. The proud growers of Michigan Turkey Producers are committed to quality and value from their farms to your table.



Our two lobes netted and roasted turkey breast will remind you of Thanksgiving Day. We minimally process our birds to enjoy an authentic and enjoyable eating experience every time. At New York State National Brand® we believe that turkey should taste like...well...Turkey.

BRANDS ALSO AVAILABLE IN TURKEY



HAM



Falls Brand hardwood smoked hams and picnics offer something for everyone, from the value driven consumer to the ham connoisseur.



Sausage Factory boneless, fully-cooked and unsliced hams are number one on the market. They carry three different types of hams that are always extremely lean, never salty and always smoked and cured to perfection.



Durham Ranch Berkshire Hickory Smoked Ham is smoked to perfection.



Only the finest ham muscles become Daily's® Premium Hickory Smoked Hams. Each ham is smoked to perfection for a delicious, old-fashioned taste.



Specializing in quality and service, Sunnyvalley Smoked Meats are innovators of producing great smoked products for you and your customers. Sunnyvalley Hams are the best on the market.

BRANDS ALSO AVAILABLE IN HAM



We're known for the quality we keep.



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SAUSAGE



Chateau Royal has been family owned since its start in 1988 with one objective: to produce cutting edge, high end gourmet food products. Chateau Royal has reinvented sausages and raviolis by using game and gourmet meats and combining them with only the highest quality, all natural ingredients.

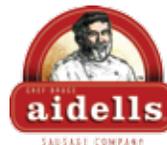


The earthy sage flavors blend perfectly with other natural spices to bring you the highest quality pork sausage available. All Sausage Factory pork products are lean, never exceeding a 36% fat content.



Durham Ranch has a unique line of exotic sausages unmatched by the competition. From alligator to wild boar, choose from an array of smoked or seasoned specialty and exotic game sausages to spice up a pasta dish or add unique flavor to a BBQ. For a full line of sausage products, see the exotic section of the product brochure.

BRANDS ALSO AVAILABLE IN SAUSAGE

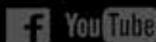


Did you know that the sandwich industry is a \$121 billion market?



Where better natural smoked products are available, *Sunnyvalley* will be on the label.

www.sunnyvalleysmokedmeats.com





Chateau Royal Gourmet Sausage

Chef inspired Gourmet
Sausages combine exceptional taste
and quality with affordability and
ease of use.



Duck Sausage & Orange

Duck Sausage & Foie Gras & Sautern wine

Smoked Duck Sausage & Apple Brandy

Buffalo Sausage & Chipotle Chiles

Smoked Buffalo & Burgundy Wine

Elk Sausage with Apple Pears & Port Wine

Lamb Merguez Spicy Lamb Sausage

Chicken Sausage with Apples & Cranberries

Pheasant Sausage & Cognac

Rabbit Sausage with White Wine & Herbs

Venison Sausage with Merlot Wine & Blueberries

Wild Boar Sausage & Cranberries

Wild Boar Sausage with Roasted Garlic and Marsala Wine

Frozen. 4 x 3 oz links per pack. 12 x 12 oz packs per 9lb case

Strutting Our Stuff

The Michigan Turkey Producers® Difference

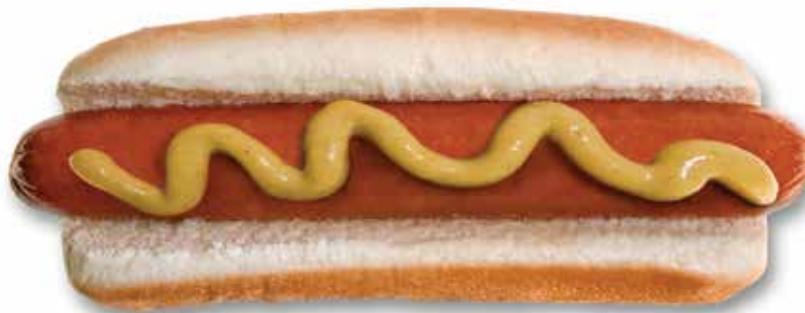
Our Turkey Standards

- Raised on Family Farms
- Humanely Harvested
- Hand Deboned
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Hot dogs, getcha hot dogs here.



Real New York All-Beef Franks

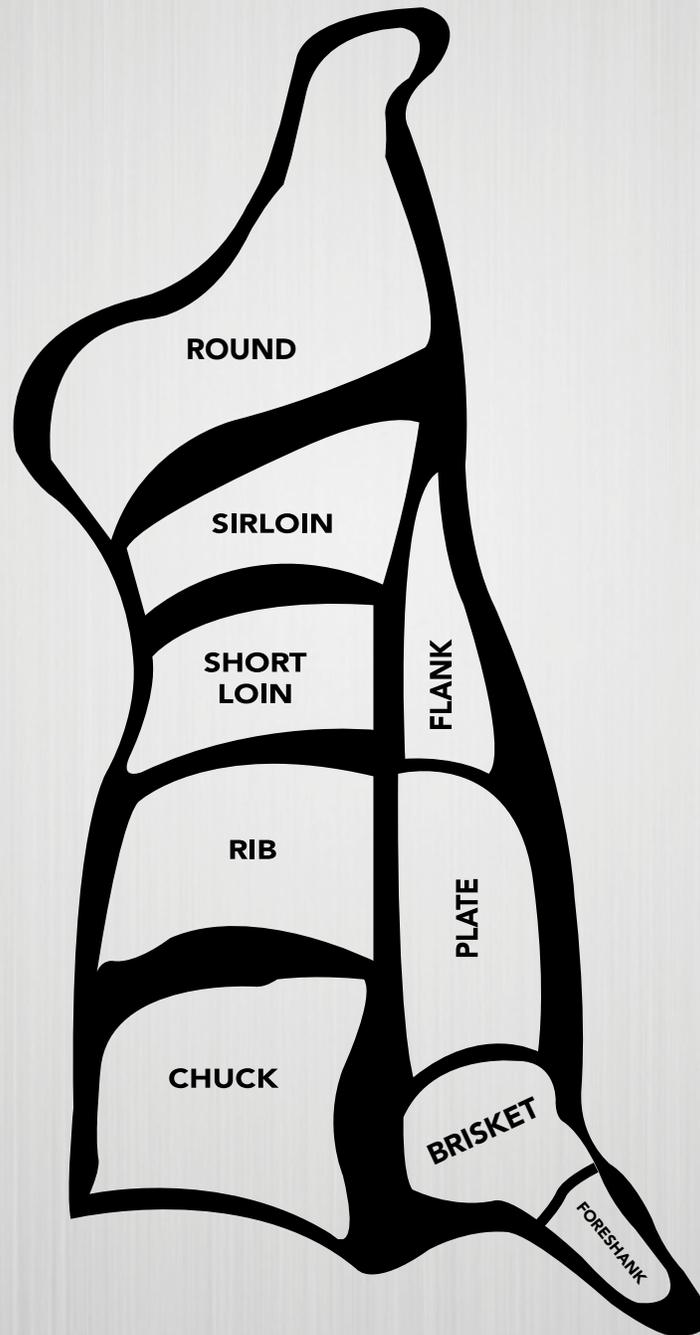


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Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.

BISON CUTS





BISON



The Durham Ranch near Gillette, Wyoming, is a 65,000+ acre bison ranch which has been owned and operated by the Flocchini Family since 1965. Durham Ranch Brand Bison is processed under federal government inspection and adheres to stringent USDA regulations.

Bison offers a healthier, more nutrient-rich experience with less fat and fewer calories. The animals are grass-raised and finished with a nutritionally-balanced, all-vegetarian diet consisting of hay forages and grains. We adhere to a strict no hormone or antibiotic growth enhancers policy and all animals are treated humanely. Durham Ranch Bison are all-natural and available in a variety of cuts.

SPECIALTY & EXOTIC MEAT

Alligator

Alligators are harvested from the wild once a year in September/October in Louisiana, and year-round in Florida. They are farm raised throughout the year in Louisiana as well. The choicest cut is the tail meat. Leg and body meat is good for jambalayas, soups and stews. Only alligator meat that has been farm raised can be sold or consumed in California by state law.

Antelope

Nilgai Antelope are from India and is the largest of the antelope. They were originally brought to ranches in Texas in the early 1930's. Antelope are members of the Bovine family and share a similar taste to all natural venison and reindeer having 1/3 the calories of beef. Antelope are free range from Texas and are processed under continuous inspection by the state.

Camel

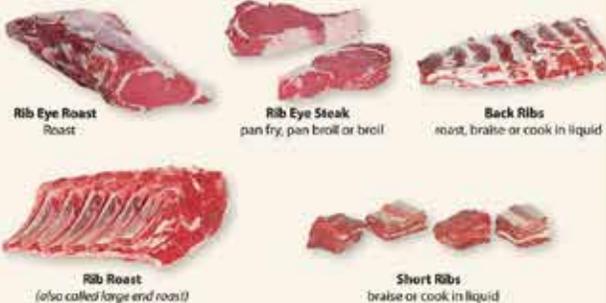
Camel is low in fat and high in moisture content with a taste sweeter than beef. Camel is a product of Australia.

Bison is a deeper red color before cooking because there is no marbling. Bison is said to have a sweeter, richer flavor than beef and has less fat and fewer calories.

BISON

Popular Cuts and Cooking Methods

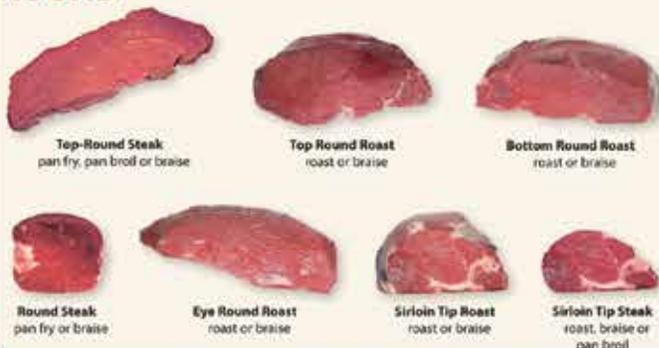
RIB



SHORT LOIN



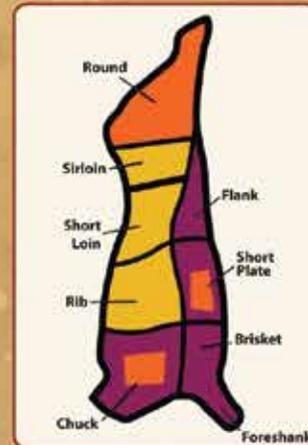
ROUND



CHUCK



SIRLOIN



NUTRITIONAL COMPARISONS
Per 100 Gram (3.5 oz.) Serving - Cooked Meat - Updated March 2007

Species	Fat g	Protein g	Calories kcal	Cholesterol mg	Iron mg	Water g
Bison	2.42	28.80	143	82	3.42	2.86
Beef (Choice)	18.54	27.21	203	80	2.72	2.50
Beef (Select)	8.80	29.80	201	80	2.90	2.84
Pork	9.66	24.20	213	80	1.1	0.25
Chicken (Skinless)	1.44	28.91	108	80	1.21	0.11
Sockeye Salmon	10.97	27.11	216	82	6.55	5.89

OTHER



This chart was produced by the National Bison Association
www.bisoncentral.com
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DURHAM[®]
RANCH



SPECIALTY & EXOTIC MEAT



Elk

Durham Ranch Elk are either CFIA or USDA inspected. Elk are members of the deer family and North American Elk can grow up to sizes of 500-700lbs. They taste similar to venison, reindeer or antelope. Fresh elk cuts are available in season.



Wapiti Elk

Durham Ranch brand New Zealand farm raised Wapiti Elk are all natural, free range and never receive growth stimulants, hormones or growth promoting antibiotics.

Frog Legs

Frog legs are better known delicacies of the French and Chinese. The type of frog used for eating is called Edible Frog. Most of the frog legs today are farmed raised in Asia.

Goat

The feral, or wild, goat has been present in Australia in quite large numbers since the turn of the century. The goat now sold under the Durham Ranch brand is farm raised. It is one of the most widely consumed meats in the world.

Kangaroo

Today over three million wild kangaroos are harvested and the meat is exported to 40 countries each year. Kangaroo meat is extremely healthy. Fat levels of kangaroo meat are typically one percent so the meat must be cooked rare and with care to avoid overcooking.

Llama

Llama meat is likened to beef, only leaner. It has the taste of beef and lamb. It is farm raised and a product of the USA.

Ostrich

Ostrich is a lean, tender red meat with a light, delicate flavor. It is extremely low in fat, especially saturated fat, with very little cholesterol. Ostrich is produced in the USA.

The USDA stated that the Rabbit is the most nutritious meat known to man. Rabbit is an all white meat with fine grain and a delicate flavor.



EXOTIC POULTRY AND GAME BIRDS



Durham Ranch Game Birds are some of the finest poultry available. Domestically grown on family farms throughout the eastern seaboard and California, Durham Ranch Game Birds are the best in quality and sustainably raised. Their vegetarian diet and humane environment provides a sustainable lifestyle resulting in a top quality product. We offer the following:

Duck Bones	Duck Prosciutto	Pheasant Whole	Quail Eggs
Duck Breast	Foie Gras	Poussin Semi-Boneless	Quail Semi-Boneless
Duck Fat	Guinea Hen	Poussin Whole	Squab Breast
Duck Leg	Pheasant Bones	Quail Bone-In	Squab Semi-Boneless
Duck Liver	Pheasant Breast	Quail Breast Medallions	Squab Whole
Duck Muscovy			

Sierra Meat & Seafood has developed partnerships with many small family farms across the country who focus on raising Game Birds. The following products are available through our specialty and exotic division:

Capons	Chicken Smoked Whole	Duck Moulard	Guinea Fowl
Chicken Breast Smoked	Chukar Partridge	Goose Breast	Rocky Free Range Chicken
		Goose Legs	Tur Duc Hen

DURHAM RANCH EXOTIC JERKY & SAUSAGE

Exotic Jerky

Durham Ranch Peppered Beef Jerky	Durham Ranch Peppered Venison Jerky
Durham Ranch Peppered Turkey Jerky	Durham Ranch Peppered Wild Boar Jerky
Durham Ranch Peppered Bison Jerky	

Durham Ranch Exotic Sausage

Alligator Andouille Sausage	Rabbit Seasoned Sausage
Alligator Seasoned Sausage	Venison, Elk & Wild Boar Rope Sausage
Antelope Smoked Sausage	Venison Smoked Sausage
Antelope Seasoned Sausage	Venison Seasoned Sausage
Bison Smoked Sausage	Wild Boar Country Sausage
Bison Seasoned Sausage	Wild Boar Smoked Sausage
Duck Smoked Sausage	Wild Boar Seasoned Sausage
Duck Seasoned Sausage	
Elk Seasoned Sausage	
Elk Smoked with Jalapeños & Cheese	
Kangaroo Seasoned Sausage	
Ostrich Seasoned Sausage	
Pheasant Seasoned Sausage	

FUN FACT: The ostrich is the largest living bird in the world and also recognized as a true dinosaur. Ostrich skeletons and fossils have been found dating back 120 million years!

YOU CAN TASTE THE DURHAM RANCH DIFFERENCE.

	WILD BOAR	VENISON	RABBIT	BISON	PORK	BEEF	CHICKEN
				(top round)	(tenderloin)	(top loin)	(breast)
Calories (kcal)	122	120	136	122	120	237	120
Total Fat (g)	3.3	2.4	5.6	2.4	3.53	17.1	2.62
Sat Fat (g)	1	1	1.6	1	1.2	6.3	0.56
Cholesterol (mg)	0	85	57	65	65	82	73
Protein (g)	21.5	23	20.1	23.3	20.65	19.3	22.5
Sodium (mg)	0	51	41	47	52	54	45
Iron (mg)	0	3.4	1.57	2.6	0.97	1.6	0.37

*Based on 100g serving, raw. Data from USDA Agricultural Research Service.

DURHAM RANCH BISON

Our bison products delivers a taste sensation one expects from the finest of traditional red meats. Yet bison offers a healthier, more nutrient-rich experience with less fat and fewer calories. Durham Ranch Bison are grass-raised and finished with a nutritionally balanced, all-vegetarian diet consisting of hay forages and grains. We adhere to a strict no hormone nor antibiotic growth promotant policy and all animals are treated humanely.

DURHAM RANCH WILD BOAR

Durham Ranch Wild Boar consume an all natural diet, consisting of mostly acorns and brush. The meat is naturally lean and extremely high in protein. Its sweet, nutty, intense flavor makes Durham Ranch Wild Boar a natural choice for any restaurant looking for something truly unique and unexpected. Durham Ranch Wild Boar is free-range, 100% natural, low in fat and high in protein.

DURHAM RANCH VENISON

Our Venison delivers a depth of flavor one expects to find in the finest of beef, a mild yet distinctive flavor that is not gamey. The sweet and rich meat is available in a variety of cuts from racks to striploin. It is a natural choice in creating value on menus. Durham Ranch's strict growing practices provide meat that is extremely nutrient rich. One serving of our venison delivers over 80% of the daily recommended amount of protein for about 180 calories. It's also an excellent source of B vitamins and iron making it a great addition to any health-focused menu.

DURHAM RANCH PORK

Durham Ranch Berkshire Pork provides some of the most sought after pork in the world. It is source verified, vegetarian fed and humanely treated creating a great tasting consistent product in a variety of cuts and packages. Our Durham Ranch Berkshire Pork products are succulent and juicy. We guarantee our products are the best available on the market.

DURHAM RANCH RABBIT

Raised on small family farms in the Midwest, Durham Ranch rabbits are fed a combination of grains, plant protein and alfalfa. Durham Ranch rabbits are raised without the use of antibiotic growth promotants, hormones or animal by-products. Durham Ranch rabbit trumps all other white meat in being the leanest, most protein-rich meat available.





THE SADDLE CUTS

The most traditional of venison cuts, from the saddle comes two tenderloins and either two striploins, or two eight rib racks and two shortloins.

EIGHT RIB RACK

Use: Roasts, chops or cutlets



EIGHT RIB RACK

STRIPLOIN/SHORTLOIN

Use: Steaks, medallions, noisettes, roasts, stir fries



STRIPLOIN/SHORTLOIN

TENDERLOIN

Use: Steaks, medallions, noisettes, roasts, stir fries



TENDERLOIN

THE DENVER LEG CUTS

The hind leg comprises four sub-primal muscles that can be broken down into restaurant-ready cuts, or bought further desinewed and trimmed as the Denver leg.

RUMP (SIRLOIN BUTT)

Use: Medallions, noisettes, butterfly steaks, mini roasts



TWO RUMPS (CUSHIONS)



Mini Roasts

TOP ROUND (TOPSIDE)

Use: Medallions, noisettes, steaks, roasts



SHORT (SIDE) FILLET



Medallions or Steaks

CUSHION



Medallions

KNUCKLE

Use: Medallions, butterfly steaks, steaks, roasts



TRIM



Stir Fries and Stir Fries

KNUCKLE EYE



Steaks, Medallions, Butterfly Steaks

CAP



Whole Pieces

BOTTOM ROUND (SILVERSIDE)

Use: Medallions, noisettes, butterfly steaks, long steaks, roasts



TRIM



Stir Fries

EYE ROUND



Whole Pieces

CAP (CUSHION)



Medallions, Noisettes

OSSO BUCO

Use: Slow cooking, braising



FLANK STEAK

Use: Quick grills, fajitas, stir fries





SPECIALTY & EXOTIC MEAT



Rabbit

Rabbit has been known for centuries as one of most efficient, cleanest and healthiest meats. They produce approximately six pounds of meat with the same feed and water it takes a steer to produce one pound of meat. Raised on small family farms in the Midwest, Durham Ranch Rabbits are fed a combination of grains, plant protein and alfalfa, and are raised without the use of antibiotic growth promotants, hormones or animal bi-products.

Rattlesnake

Rattlesnake meat is light and chewy with a delicate flavor that resembles chicken. We currently stock Western Diamondback snakes caught in the wild in Texas. State law prohibits the sale and consumption of rattlesnake in California.

Turtle

Snapping Turtle has the texture of frog legs or lobster. The four legs and the tail are dark meat while the neck and back straps are white meat. Turtle is considered a delicacy in many countries and the US and is also very popular in Cajun cuisine.

Venison



Durham Ranch Cervena Venison is distinguished from all other venison by the trademark assurance that the meat has been naturally produced and processed in accredited plants, according to a system of high quality standards. In order to qualify as Cervena, cuts must come from animals three years and under and raised in the most natural way. The Cervena appellation applies only to saddle and leg cuts.

Wild Boar



Durham Ranch Wild Boar consumes a free range diet. The meat is naturally lean and extremely high in protein. The sweet, nutty, intense flavor makes Durham Ranch Wild Boar a natural choice for any restaurant looking for something truly unique and unexpected. Durham Ranch Wild Boar is free range, 100% natural, domestic, low in fat and high in protein.

Cervena Natural Venison must roam freely in natural conditions, no hormones or steroids, and fed only grass with minimal supplements in colder months.



THE FOOD OF OUR ANCESTORS

Hunted for generations and one of the oldest consumed meats known to man, Durham Ranch Venison is grown on picturesque family farms throughout New Zealand. Durham Ranch Venison is carefully raised to preserve the breed and develop the highest quality meat possible. It's all-natural and raised without the use of hormones or antibiotic growth promotants.



Durham Ranch Natural Venison Frenched Rack and Chop



To purchase Durham Ranch meats call,
800-444-5687

THE ESSENCE OF SUSTAINABILITY

Rabbit has been known for centuries as one of the most efficient, cleanest and healthiest meats. They produce approximately six pounds of meat with the same feed and water it takes a steer to produce one pound of meat. Raised on small family farms in the Midwest, Durham Ranch rabbits are fed a combination of grains, plant protein and alfalfa. Durham Ranch rabbits are raised without the use of antibiotic growth promotants, hormones or animal by-products.



Durham Ranch Natural Rabbit Hind Quarter



To purchase Durham Ranch meats call,
800-444-5687

PASTA
— AND —
BAKERY

Sierra Meat & Seafood takes great pride in supplying products from all of the major packers in the U.S.A.





PASTA



Old world techniques, cutting-edge technology and a burning passion to be the best have made Joseph's Gourmet Pasta & Sauces the nation's leading makers of pasta and sauce products. They work under the motto of, "It's What's Inside That Counts". Producing more than 300 varieties of pasta and sauce products, with new items being developed daily, Joseph's will continue to be the leader in this category.

BAKERY



US Bakery, also known as, Franz Bakery is a fourth generation, family-owned baking company based in Portland, Oregon. Since 1906, Franz has provided communities with fresh bread, buns, bagels, cookies and pastries, using the highest quality ingredients. Today, they have seven bakeries throughout the northwest and deliver fresh baked goods daily.

FUN FACT: The average person in Italy eats more than 51 pounds of pasta every year. The average person in North America eats about 15.5 pounds of pasta a year.



United States Bakery, also known as Franz Bakery, is the largest independent, family-owned baking company in the northwest. Franz believes in providing farm-to-table fresh food, and has done so since 1906 by baking close to the communities they serve and using only the best local ingredients.

The company has continued to create consistent products throughout the years, from classic white bread to their new all natural and organic product lines.

FRANZBAKERY.COM



DURHAM[®] RANCH

Durham Ranch, near Gillette, Wyoming, is a 65,000+ acre bison ranch which has been owned & operated by the Flocchini Family since 1965.

Since 1985, the ranch has been practicing a goal-oriented approach to managing its resources known as Holistic Management.

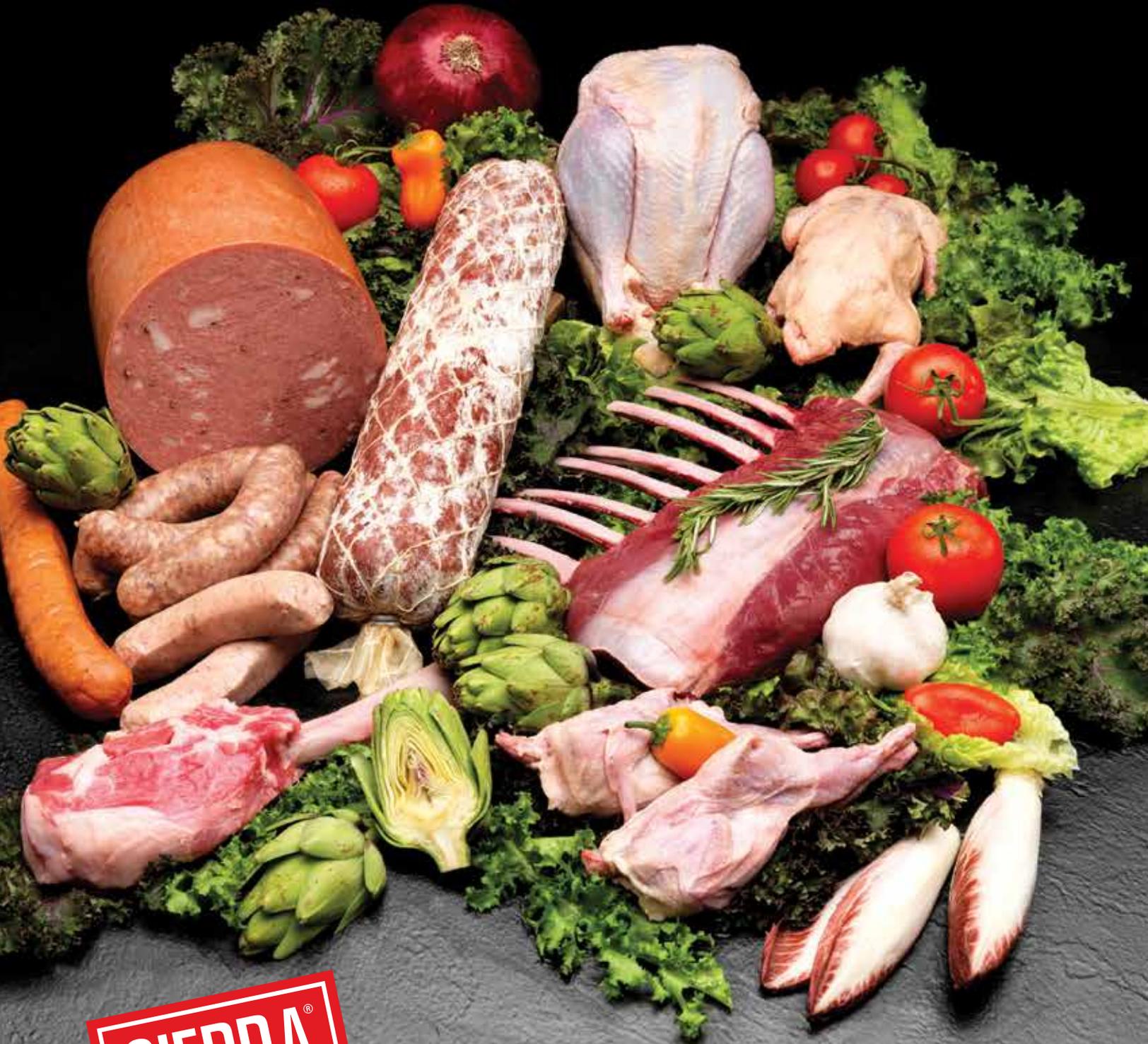
The bison graze the plains in a sustainable manner, much like they did historically, spending limited time in a given area, moving to fresh grass, and not returning to those grazed areas until the grasses have recovered.

This helps to ensure a good balance between the health of the land and the animals.

For more information please visit
www.durhamranch.com
and www.holisticmanagement.org



From Our Family to Your Kitchen.



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