

What does upgrading your top three beef *items* really cost?

INSTRUCTIONS: Work down each column, line by line. Lines 3, 5 and 7 are math from the lines above. Fill in your current beef and the Certified Angus Beef version side by side.

ITEM 1

CURRENT

CERTIFIED
ANGUS BEEF

ITEM 2

CURRENT

CERTIFIED
ANGUS BEEF

ITEM 3

CURRENT

CERTIFIED
ANGUS BEEF

1 Price per pound

From your invoice

\$

\$

\$

\$

\$

\$

2 Portion size

Ounces, raw

OZ

OZ

OZ

OZ

OZ

OZ

3 Portion in pounds

Line 2 ÷ 16

lb

lb

lb

lb

lb

lb

4 Usable yield

1.00 if portion-cut; ~0.80 if you trim

5 Beef cost per plate

Line 1 × Line 3 ÷ Line 4

\$

\$

\$

\$

\$

\$

6 Menu price

What the guest pays

\$

\$

\$

\$

\$

\$

7 Beef cost %

Line 5 ÷ Line 6 × 100

%

%

%

%

%

%

8 Cost to upgrade, per plate

Line 5 (Certified Angus Beef) – Line 5 (Current)

\$

\$

\$

Done with the math?

Here's how interpret the results.

Line 8 is \$0 or less

The upgrade pays for itself.
Put it on the menu.

Line 8 is under \$1-3

A small menu move covers it,
and diners say they'll pay it.

Line 7 is over your target in both

The plate needs a new price
or a different cut.

Want help filling it in? Talk to your Palmer rep or call Ben Wickham, VP of Street Sales, directly at (585) 354-5424.

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