



Raised without hormones
and no antibiotics - ever.



The PUB[®] Natural[™] Flamebroiled Beef Steak Burger
(Classic Cheeseburger) (215-940)

AdvancePierre's consumer-preferred* burger patties are now available with all-natural, minimally processed beef that contains no artificial ingredients.

* Claim based upon consumer-preferred flavor and texture. Source: AdvancePierre Primary Research. PUB Burger Improvement Research. October 2014.



DID YOU KNOW? | 38% of consumers would pay more for beef that is raised without hormones, and 35% of consumers would pay more for beef that is raised without antibiotics - ever.



The Pub® Natural™ (215-960)

//// Natural Burger Product Line ////

Product Description	Code	SUPC #	Portion	Count	Case Weight
The Pub® Natural™ Flamebroiled USDA Choice Angus Beef Chuck Steak Burger	215-930	7777390	3 oz.	56	10.50 lbs.
	215-940	7523596	4 oz.	40	10.00 lbs.
	215-960	5636113	6 oz.	28	10.50 lbs.

Farm Fresh Natural Burger

The Pub® Natural™ (215-960) patty served on a toasted rustic ciabatta roll with baby arugula, lemon garlic vinaigrette, natural sharp cheddar cheese and a farm-raised egg fried over-medium.

Helping You Build A Better Burger

Natural Beef

- Made from choice Angus chuck
- All Natural
- Minimally processed, no artificial ingredients
- Raised without hormones
- No antibiotics - ever

Pre-portioned fully cooked burgers

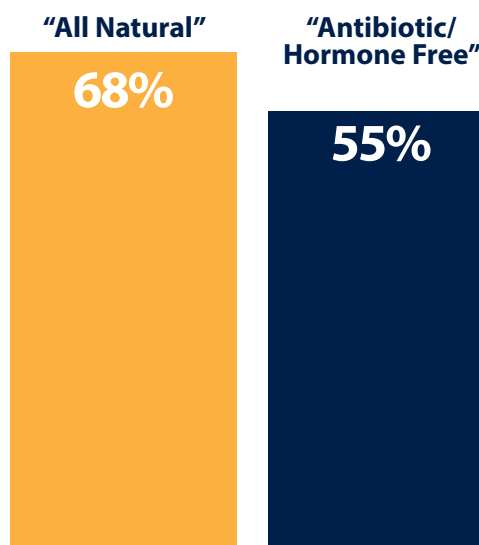
- Available in 3 oz., 4 oz. and 6 oz. sizes
- Consistent product size and quality
- Straight from the case to the grill

Source benefits

- 100% vegetarian diet
- Sourced verified to ranch of birth
- Humane animal handling practices

Consumer Appeal

“Better For You” Beef Burger Attributes*



*Source: February, 2015 AdvancePierre Foods Custom “Better For You” Study.



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