



# OUR BOX IS CHANGING.

The beef you know and love isn't.

**A packaging change can spark confusion. That's why we're giving you a heads-up.**

Moving forward, all Iowa Premium® beef will arrive in one signature white box featuring our unique brand story and logo. The beef inside will be the same high quality, flavorful, tender beef that you know and love. The product bag will remain the same and will include the corresponding brand logo. The specific brand will be identified on the product label located on the box end panel.

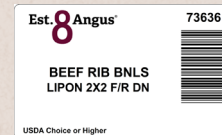
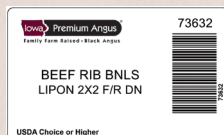
## WE'RE GOING FROM THIS.



## TO THIS.



**A label on the box end will identify the product brand and cut:**



# OUR BOX IS THE ONLY THING CHANGING.

**You can still count on Iowa Premium for:**

- Premium beef that's high in quality, tenderness and flavor.
- Beef sourced from corn-fed Black Angus cattle that are raised on family farms in Iowa and neighboring states.
- The same technical aspects – pieces per box, pallet tie and stack.
- Uncompromising support of National Beef.

**Questions? Contact your National Beef representative.**

1-800-449-BEEF

NationalBeef.com/IowaPremium