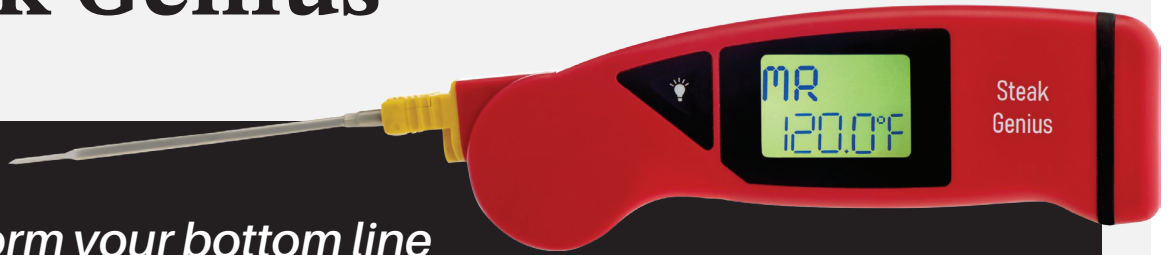


Steak Genius

94100-01



Transform your bottom line

The cost of quality

High-quality beef tenderloin isn't cheap, making every mistake costly:

- **Select Grade:** \$12.72 per pound*
- **Choice Grade:** \$14.19 per pound*

Overcooking a single steak can turn a profit into a loss. But what if you could reduce that risk?

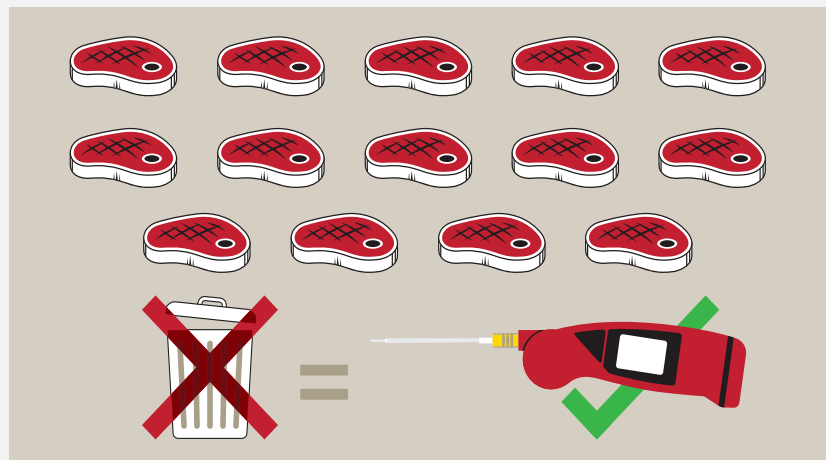
Break-even made easy

Whether in the hands of a new hire or a trained chef, the Steak Genius makes it easy for anyone to cook steak to perfection.

The digital display indicates both the internal temperature and the doneness level from very rare to extremely well done.

By reducing the number of steaks sent back to the kitchen, here's how quickly the Steak Genius pays for itself:

- **Select Grade:** Break-even after just 14 8oz filets*
- **Choice Grade:** Break-even after only 12 8oz filets*



Why it matters

Every steak cooked to perfection means:

- **Reduced Waste:** Stop throwing money in the trash with under- or over-cooked steaks.
- **Happy Customers:** Helping serve a flawless experience that keeps guests coming back.
- **Increased Profitability:** Precision cooking helps increase efficiency and margins.

The takeaway

The Steak Genius may help you save money and *improve your bottom line*. It's a small investment that pays for itself in a few days and keeps delivering returns meal after meal. Upgrade your kitchen, impress your diners, and help cut down on waste with the Steak Genius.

*Based on prices for Select and Choice 189A: Loin, Tenderloin, Full, Side On, Boneless, Defatted from Week ending January 3, 2025. For the latest wholesale meat prices, visit: <https://www.beefitswhatsfordinner.com/resources/wholesale-price-update#category=Choice%20Cuts|primal=Loin>

Copeland Cold Chain LP
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