



HAND-SELECTED CUTS

AGED IN YOUR PERSONAL MEAT LOCKER...



WB STOCKYARD

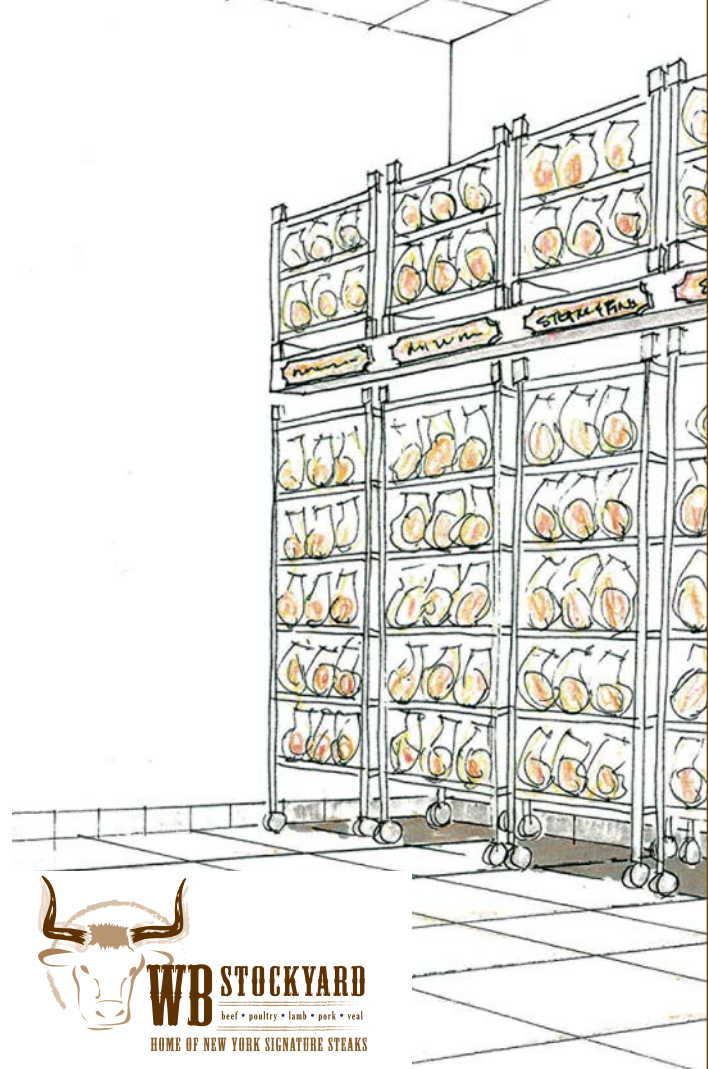
beef • poultry • lamb • pork • veal

HOME OF NEW YORK SIGNATURE STEAKS



WHAT DRY AGING BEEF DOES:

Dry aging is a time-honored tradition. Meat is placed in a cooler where temperature and humidity are strictly controlled, and left to “age” for 21 days. Aging allows the breakdown of fibrous tissues, which naturally tenderizes meats. The low humidity allows meat to release excess moisture which enhances the beef’s flavor. Dry aging is costly due to the strict temperature and humidity conditions that need to be closely monitored. But the distinctive taste of aged beef—with its tender, yet firm texture—is rare in a world of fast food and compromised culinary standards, making it worth the extra cost to monitor. WB Stockyard is bringing back this precious rarity for all your diners to enjoy by offering personalized meat lockers in it’s state-of-the-art dry aging room.



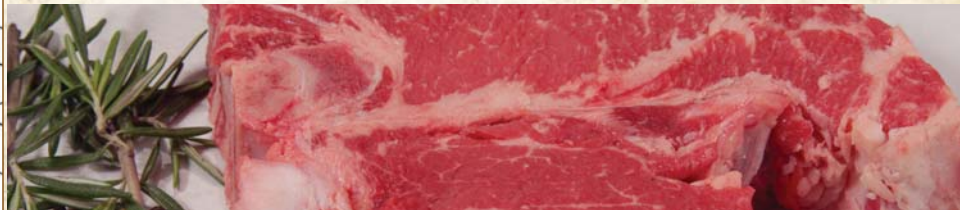
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YOU'RE 21 DAYS AWAY FROM A GREAT DRY-AGED STEAK.

You are invited to take advantage of the incredible opportunity to hand select your cuts at our WB Stockyard facility to be aged in your personal meat locker. Spare yourself the headaches of aging beef by having WB do the aging for you personally. Delight your diners with the distinctive flavor of dry-aged beef. They are sure to be impressed by your signature steaks.

**THE NUMBERS OF MEAT LOCKERS ARE VERY LIMITED,
SO TALK TO YOUR SALES CONSULTANT TODAY ABOUT
RESERVING YOUR LOCKER.**



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