

OMAHA STEAKS®

STEAK STATS

Use these scales and descriptions to find the perfect steak.
Whether you're looking for high tenderness, bold, beefy flavor, or both – we have what you crave!



FILET MIGNON



- Most tender of all
- Mild, delicate flavor
- 4 to 8 ounces
- From the tenderloin

FLAT IRON



- Uniquely high in flavor & tenderness
- Slice against the grain
- 4 to 7 ounces
- From the chuck

RIBEYE CROWN



- The tenderest Ribeye, rich flavor
- Private Reserve® extra aging
- 5 to 7 ounces
- From the cap of the ribeye

T-BONE



- Strip and Filet on the same steak
- 2-in-1 tenderness and flavor
- 18 to 24 ounces
- From the short loin

RIBEYE



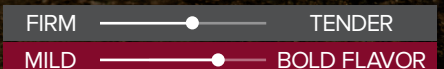
- The most marbling
- Rich steak flavor
- 6 to 18 ounces
- From the rib

STRIP



- The boldest flavor
- Griller's favorite
- 8 to 14 ounces
- From the short loin

TOP SIRLOIN



- Naturally lean
- Hearty, beefy flavor
- 4 to 8 ounces
- From the sirloin



HISTORY

Established in Omaha, Nebraska in 1917 as a humble custom butcher shop, Omaha Steaks is a fifth-generation, family-owned company. It is now America's largest direct-response marketer of premium beef and gourmet food gifts.

"The customer is at the top of the Organizational Chart" is the philosophy that drives Omaha Steaks uncompromising quality and service. That mind set is also reflected in the Corporate Mission Statement: We deliver exceptional experiences that bring people together. Guaranteed. In fact, all Omaha Steaks are unconditionally guaranteed. If the customer is not thrilled, the product will be replaced or the purchase price refunded.



OPERATIONS

Besides offering the finest beef for elegant and everyday meals, a complete array of premium meats, seafood sourced world-wide, appetizers, sides and desserts are available for easy family meals, entertaining, and gifts. As a custom processor, Omaha Steaks carefully selects, hand-trims, slow ages and flash freezes steaks at the peak of tenderness and flavor. Orders are shipped nationwide in reusable insulated coolers filled with dry ice.

Omaha Steaks are sold through various channels:
•Direct Mail •Online •Retail •Telesales •Food Service
•Corporate Incentives •Business to Business



FUN FACTS

Omaha Steaks are enjoyed by numerous celebrities and have been served regularly on Air Force One.

National shows on which Omaha Steaks has been featured include:
•Celebrity Apprentice •Hell's Kitchen •Good Morning America
•TODAY •Oprah's Favorite Things •The View •The Talk

Omaha Steaks is trademarked as the Official Sponsor of Homegating, Tailgating and Dads.

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BY THE
NUMBERS

More than
3 MILLION
CUSTOMERS

In excess of
4 MILLION
COOLERS
shipped annually

99.9%
of all shipments
are delivered on time

LARGEST
user of dry ice in
North America

6,000
EMPLOYEES in
peak holiday season