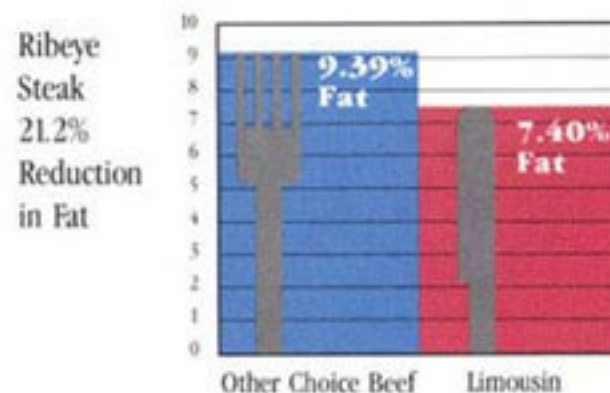
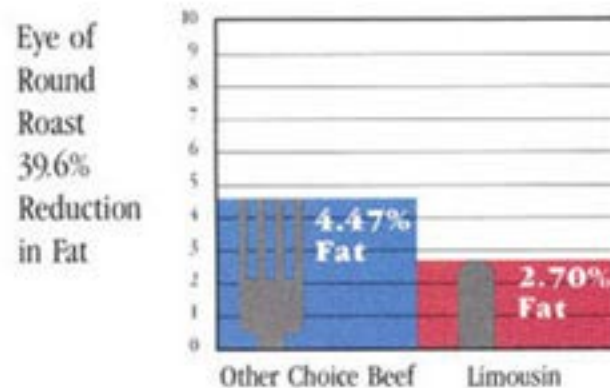
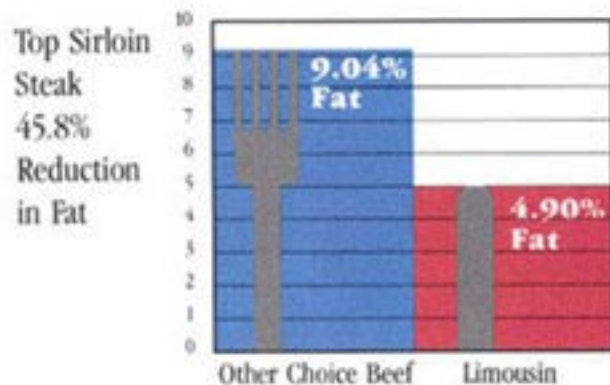


# Why LIMOUSIN BEEF?

## Comparison of Fat Content of Different Meat Cuts



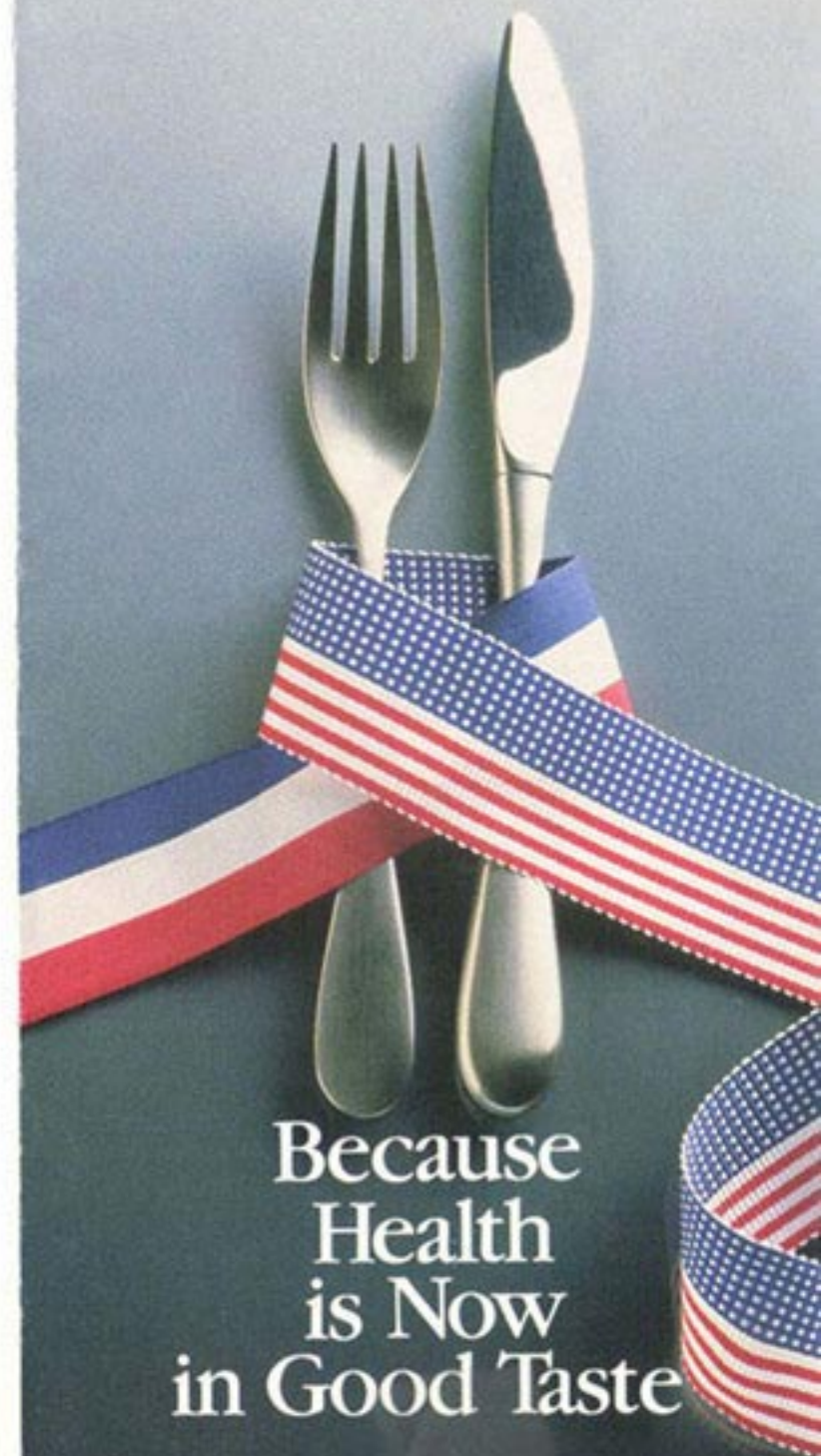
### Limousin Cattle

Kept secret by French chefs for centuries, Limousin cattle were discovered by American beef producers just 20 years ago. With a 20,000 year history tracing to Limoges region of France, today they are a major cattle breed in the United States. They have the unique and natural ability to genetically "trim the fat" yet provide full flavor beef. Health conscious consumers can Lean on Limousin!



For Further Information on Limousin Cattle:  
North American Limousin Foundation  
7383 South Alton Way  
Englewood, Colorado 80112  
303/220-1693

# LIMOUSIN BEEF



Because Health is Now in Good Taste

# LEAN ON LIMOUSIN

Flavorful French Tradition

Delicious and Nutritious.  
Gratifying and Satisfying.  
Supreme. Limousin.

## Leaner

Limousin excels in producing genetically leaner beef. Recent research indicates that several cuts of Limousin beef are greater than 95% fat free. When it has to be lean, "Lean on Limousin."

## Percentage of Saturated Fat



## Low Cholesterol

Limousin contains no more cholesterol than chicken, pork, or other meats. Try it—you and your heart will love Limousin!



## Tenderness and Flavor

University research rates Limousin above its competition in tenderness and juiciness without all the fat usually found in other Choice beef. Limousin—tender, full of flavor and healthy!



## Fewer Calories

Limousin is Leaner with substantially lower fat content than Choice beef usually found in supermarkets. And that means a lot less calories (and saturated fat). Taste you'll love and your waist will too. Make it Limousin.

