



Estancia's high-quality grass-fed beef just tastes better than grain-fed alternatives.

Good grass-fed beef tastes the way beef is supposed to. It has a beefier flavor than corn-fed beef without the heaviness. And Estancia's grass-fed beef is the best you can get.

Estancia's combination of breeding practices and grass types produces Estancia's beef's superior flavor and tenderness.

#### Superior Breeding Practices

Estancia's animals are Hereford and Angus cattle. We select these breeds because both are widely considered to produce the best tasting beef in the world. We choose breeding bulls and heifers that are smaller framed so we can still produce a tender steak on 100% grass. Larger framed animals require more food and time to "fill out."

Estancia's animals also have many generations of genetics that help them finish well on 100% grass -- corn-fed beef genetics are designed to finish well on corn in feedlots so you can imagine how Estancia's animals perform better as grass fed, free range animals.

#### Selective Feed

Grasses and environment play a key role in the taste of Estancia's beef. Like terroir affects a wine's flavor, the combination of high protein grasses, benign weather, and plentiful rainfall give Estancia's beef a clean, beefy flavor. In most cases, we try to finish the steer on a combination of grasses including: red and white clover, bear's foot (similar to alfalfa but allows animals to graze), rye grass, and other native grasses.

Compare that to commodity beef, which tastes more like pork or margarine because of how and what the animals are eating – corn, grains or hay standing in a feedlot. Commodity, corn-fed beef leaves a film coating in your mouth and sits heavy in your stomach just as you would imagine based on the way the animals are raised.

#### Taste the Difference

Estancia beef tastes bright, has a remarkably clean finish, and leaves you light on your feet. If you're expecting mid-western corn fed beef, it's going to be different. But over time, we promise you'll appreciate the flavor and never want to go back to a fatty mushy corn fed steak. Free range animals raised on a 100% grass fed diet produce a clean finish just as you might imagine.