



# Value Cuts/ Reasonable Proteins Retail

As trends and consumer expectations continue to evolve, it has become more difficult to find ways to spice up value cuts of protein in creative and innovative ways. While cuts like Chicken Breast, Halibut, and Ribeye need little to no help to fly off the shelf, we are often asked for assistance in merchandising value-oriented cuts like Chicken Legs, Chuck, and Pork Shoulder. Below is an outline of how you can take “cheap” cuts and turn them in to tonight’s dinner.

*Please note: The flavor pairings below are not exclusive to a specific cut. We always take cross-functional usage in to consideration and our R&D team can definitely help you find the perfect blend for any type of value-cut you choose to utilize.*

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## Chicken

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### WHOLE CHICKENS

A whole chicken on its own offers a multitude of rewards. You can roast it whole or spatchcock it to decrease the time in the oven or on the grill. If you’ve roasted the bird whole, you can even go so far as to save the carcass and make your own chicken stock in no time, another great way to stretch its value.

### THIGHS & LEG QUARTERS

With a massive rise in popularity over the last decade, chicken thighs and leg quarters have established themselves as one of the most reliable and coveted proteins in a Chef’s kitchen. With extra fat mitigating the cooked protein getting too tough or drying out, they’re both economical and versatile, pairing with a vast array of global flavors. They can be roasted, grilled, pan-fried, slow-cooked, and even deep-fried.

### FLAVOR PAIRINGS

300-901: Lemon Rosemary  
300-667: Garlic & Orange  
T553-360: Piri Piri  
T553-390: Honey Habanero Nashville Hot  
T552-185: Blackened Citrus  
301-109: Charred Lemon Pepper

T552-838: Sweet & Smokey Fall Harvest  
T553-390: Honey Hot  
301-065: Citrus Hatch Ancho  
T557-296: InstaGourmet Chili Verde  
T552-381: Italian Olio  
300-983: Zesty Lemon & Ginger

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## Beef

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### CHUCK

Chuck steaks are a great alternative to more expensive cuts. Chuck steaks are not as tender as their more expensive cousins so it will benefit from a good marinade; this will make the meat juicier when cooked, resulting in an end product that is equally as good as a pricey piece of prime. Further, while Chuck may take the lead on value cuts, all will be forgotten and forgiven with the first bite of a something like a slow-cooked pot roast or a short rib style cut.

### ROUND

A round steak is a beef steak from the “round”, the rear leg of the cow. The round is divided into cuts including the eye of round, bottom round, and top round, and may include the knuckle (sirloin tip), depending on how the round is separated from the loin. This is a lean cut and is commonly prepared with slow moist-heat methods including braising, to tenderize the meat and maintain moisture, or the cut is often sliced thin, and then breaded, or used for carne asada and fajita.

### GROUND

Hamburgers are the most popular food sizzling on the grill and for a very good reason—almost everyone enjoys them. However, just as easily as shaping a burger patty, you can also make Meatballs or Meatloaf, often with the same flavor profile. Finally, seasoning the beef, and not shaping, presents an efficiency and saves on labor, and the product can be marketed for things like Chili or Tacos.

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## Beef Continued

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### FLAVOR PAIRINGS

T552-589: Sweet Mesquite  
101-158: Smokey Hibachi  
T559-166: Sweet Chipotle  
T552-199: Citrus Pepper  
T552-295: Citrus Chimichurri  
300-385: Herb Crust

T552-251: Asian Black Pepper  
T552-672: Premium Santa Maria  
T557-435: Roasted Garlic & Pepper  
400-352: InstaGourmet Ropa Vieja  
400-349: InstaGourmet Pot Roast

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## Pork

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### PORK SHOULDER & PORK BUTT

Pork shoulder—generally divided between the picnic roast and the Boston butt—are among the least expensive cuts of pig. Both pork butt and pork shoulder cuts do best with long, slow cooking and are excellent choices to be barbecued, braised, or used as stew meat, as well as roasted or cooked in slow-cookers. They also stand up well to strong flavors (think barbecue sauce or chiles) because they have a strong flavor themselves.

### PORK SKIRT STEAK (AKA SECRETO)

Found on the underside of the pig close to the belly, this lean, loose-grained cut is delicious and quick-cooking. It's the easy answer to beef skirt steak, and you can prepare it basically the same way.

### PORK TOP SIRLOIN

Just like steers, pigs have a sirloin, too, and a delicious one at that. These steaks are cheaper than pricey rib chops but every bit as tasty, with good marbling and a nice fat cap.

### FLAVOR PAIRINGS

T559-994: Maple Honey  
T551-200: Smokey Honey Habanero  
T552-603: Spicy & Sweet Mesquite  
301-069: Fire Roasted Pineapple & Green Chili  
301-062: Sweet Grilled Peach  
301-067: Honey Apple BBQ

T552-840: Peachy Maple Bourbon  
T553-370: Pineapple & Hatch Chili  
301-005: Bacon Jam  
T552-594: Bootylicious BBQ  
301-001: Hibachi-Ville Hot  
300-809: Sriracha BBQ

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## Tilapia, Catfish, Shrimp

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As a whole, seafood tends to fall in to two categories – the pricier cuts, and the those that cater best to “value-added.” While the wild caught Halibut, Swordfish, and Sea Bass’s of the world need little help to get a premium mark-up, their farm-raised counterparts can always use a little spicing up. Be it grilled, pan-fried, or baked these items can become allstars on the dinner table.

### FLAVOR PAIRINGS

T553-305: Onion, Sesame & Poppy Seed  
300-465: Wine Herb  
300-505: California Bay Blend  
300-901: Lemon Rosemary  
300-106: Blackened Rub  
900-123: Cajun Sprinkle

T552-117: Grilled Tomato & Peach  
301-004: Honey Dijon  
300-667: Garlic & Orange  
T551-962: Garlic & Chive  
300-957: Garlic & Butter  
300-734: Buttery Citrus Dill