

IS ALL BEEF CREATED EQUAL?

The Beef Grading System determines the quality of beef based upon a very complicated inspection system. The texture, tenderness, juiciness and flavor is developed by the fat marbling and age of the beef. Younger beef produces a finer texture and a lighter red color. The higher the ratio of marbling to the age of the beef, the higher the grade.

PRIME

Of all the beef produced in the U.S., less than 2% is certified as USDA Prime. The "prime" grade will be given to meat that comes from the youngest beef with the most abundant marbling. Anyone who has savored a USDA Prime Graded Steak knows that it is delightfully tender and juicy with a buttery flavor, making it distinctively superior to any other steak. Typically you will not find USDA Prime in supermarkets, because its limited supply is gobbled up by upscale restaurants or "boutique" butcher shops, like Palmer's.

DRY AGED PRIME

Dry aging is employed to improve two major meat characteristics: taste and tenderness. It works by exposing the naked beef to a carefully controlled environment with precise temperature and humidity levels. Dry aging will bring out some incredible characteristics in your beef, and intensify the flavor. Think of it like a high definition version of your regular steak.

CHOICE

Sixty percent of all graded beef in the U.S. is Choice. There are different qualities within the Choice grade. There is the beef that just missed the Prime grade; you can think of it as the B+ quality. Then there's the beef that just missed the Select grade, we'll call it the B- quality. BIG DIFFERENCE! At Palmer's, we carry only the top "B+" Choice beef.



Beef Tenderloin Roast

BUTCHER SHOP MENU

Christmas 2017 | All orders must be placed by Thursday, December 21st

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Our Master Butchers will be hand cutting the finest beef this holiday season. Choose from Dry Aged Prime, All-Natural and Grass Fed Beef. We'll also be offering Nueske's award-winning Spiral Hams, Berkshire Pork Roast, Rack of American Lamb and Fresh Turkeys. We custom cut to your exact specifications and hand tie each of our roasts. Take a look below at some of our favorites this holiday!

STANDING RIB ROAST

The Prime Rib, or Standing Rib Roast, is the king of the roasts! Our Prime Ribs are abundantly marbled, wonderfully tender, and absolutely delicious. It's the perfect choice for holidays, dinners and special events. As a rule of thumb, each rib serves two people.

- Prime Dry Aged: \$29.99/lb.
- Prime: \$17.99/lb.
- Choice: \$9.99/lb.



BEEF TENDERLOIN ROAST

Called the tenderloin with good cause; this muscle works very little, so the cut offers up the tenderest steaks. We'll have your roast trimmed, tied and ready for roasting! To enjoy the superb flavor at its best, we like cooking this beef to rare or medium rare with nothing more than a little salt and pepper.

- Choice: \$23.99/lb.
- Prime: \$25.99/lb.
- All Natural: \$26.99/lb.



NUESKE'S SPIRAL SLICED HAM | \$8.99/LB.

These bone-in, award winning hams are hand glazed and slowly smoked over embers of Wisconsin Applewood. Each ham is tender, juicy and spiral sliced for convenient serving this holiday.

- Half Ham (approx. 7-8 lbs.)
- Whole Ham (approx. 12-13 lbs.)



BERKSHIRE PORK ROAST (BONE-IN) | \$10.99/LB.

Our Berkshire Pork comes from a cooperative of small farms near the Ozark Mountains, where the hogs are raised humanely with full access to pasture, and never given any antibiotics or hormones. A clean diet and natural lifestyle brings out the best in these heritage breed hogs, which produce pork that is dark in color, highly marbled and intensely tender with a sweet flavor profile. You'll taste the difference!



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PORK

BONELESS PORK LOIN ROAST | \$3.99/LB.

(allow 1 lb. per serving)

BONE-IN CROWN ROAST | \$5.99/LB.

(allow 1 lb. per serving)

FRESH TURKEYS

PALMER'S OWN | \$2.29/LB.

These Pennsylvania grown turkeys are all-natural and contain no artificial ingredients or preservatives.

JAINDL | \$3.29/ LB.

Jaindl Farms has been family-owned and operated for more than 60 years. These all-natural turkeys produce up to 54% more white meat than other brands.

BELL & EVAN'S | \$3.29/LB.

Selectively bred to produce an extremely broad breast resulting in a tender, moist, richer flavor! All-natural, antibiotic free and fed a vegetable diet.

SHADY BROOK FARM | \$2.29/LB.

Contains no artificial ingredients or preservatives and the company employs a nutritionist to develop its own turkey feed. Founded in 1939, Shady Brook is located in the beautiful Shenandoah Valley.

LAMB

BONE-IN AMERICAN LEG OF LAMB | \$6.99/LB.

(approx. 8-9 lbs., serves 6-10)

BONELESS AMERICAN LEG OF LAMB | \$9.99/LB.

(approx. 2.5-3 lbs., serves 6-10)

FRENCHED RACK OF LAMB | \$21.99/LB.

(approx. 1-2 lbs., 8 ribs serves 2-3 people)

CROWN RACK OF LAMB | \$21.99/LB.

(approx. 1-2 lbs., 8 ribs serves 2-3 people)

FRESH GAME BIRDS

WHOLE PEKING DUCK | \$29.99

(approx. 5-5.5 lbs., serves 2-3)

Peking, also known as Long Island, is the most popular duck breed in the U.S. Its lean, succulent, delicately flavored meat is perfect for whole roasting. Grown on family farms dedicated to humane farming traditions.

WHOLE MUSCOVY DUCK | \$54.99

(approx. 4-4.5 lbs., serves 4)

Muscovy duck is the connoisseur's duck, offering a thin skin and richly flavored, dark red meat. Our ducks come from farmers who use traditional methods and allow the ducks to grow to full maturity in open barns, without any hormones or antibiotics.

WHOLE CAPON

A capon is a rooster that is gelded at a young age, and raised until it's between 7-12 pounds. It is exceptional in flavor and texture. Its large breast is white meat that is delicately laced with fat. It makes the perfect holiday bird!

- **Small** | \$74.99 *(6 lbs., serves 5-6)*

- **Large** | \$99.99 *(8 lbs., serves 7-9)*

WHOLE GOOSE | \$160

(approx. 8-10 lbs., serves 5-6)

In Europe, a roasted goose has been a tradition since ancient times. Goose is often compared to duck; with similar lean and robust meat. Its dark meat is rich so it can satisfy the appetite with smaller portions than chicken or turkey. Free range & humanely raised.

WHOLE PHEASANT | \$34.99

(approx. 2-2.75 lbs., serves 2)

Pheasant is arguably the world's favorite game bird. Its pinkish-white meat is full flavored and low in fat and cholesterol. Our pheasants are raised in large netted fields, where they can engage in natural behaviors, like flying. No antibiotics or hormones, along with a diet of forage, clean grain and water contribute to the flavor and quality of these game birds.

