



**National Beef**<sup>®</sup>

# Bone-In Rib Short Ribs

**SMOKEHOUSE SOLUTIONS<sup>™</sup>**





# Wow Your Guests

## PREMIUM MENU DIFFERENTIATION CUTS

Stay competitive in a crowded marketplace with high-quality cuts from National Beef® that will stand out on your menu: Rib Short Ribs, Center Cut Back Ribs, Thor's Hammer and Beef Cheeks.

The rich, smoky beefy flavor of these cuts is matched only by the dramatic plate presentation. These cuts will not only turn guests into repeat customers, but help boost your profitability.

# Big and Meaty Flavor

## HERE ARE A FEW REASONS THE BONE-IN RIB SHORT RIB WILL STAND OUT ON YOUR MENU:

- Rich, buttery melt-in-your-mouth flavor
- Dramatic presentation when served bone-in
- No trimming required
- When smoked bone-in, adds depth of flavor and regulates temperature
- Cooks beautifully in 6 to 7 hours



**One of the best pieces of beef you'll ever taste.**



JOHN IMBROLIO | OPERATION BBQ RELIEF

### CRUNCH THE NUMBERS

Scan the QR code to view our IMPACT Plate Smokehouse Solutions™ cost comparison calculator.



# Know Your BBQ Cuts

- Consists of three meaty rib bones
- Also known as Market-Style Short Ribs
- Produced from the plate portion of the rib primal
- Largest short ribs
- Most consistent ribs in size from end to end
- Cut to approximately 9 inches in length
- Prized for heavy marbling
- Contains the same muscle (*serratus ventralis*) as the chuck short rib

IMPS/NAMP #123A

PRODUCT DESCRIPTION

PIECES PER PACKAGE

AVERAGE NET PIECE WEIGHT\*

Beef Rib BI Short Rib 9"

2

6.2 lbs.



**67%**  
COOK YIELD\*\*  
(BONE-IN)

**38%**  
COOK YIELD\*\*  
(BONELESS)

\*Net weight does not include packaging materials.  
\*\*Operational efficiencies will impact results.

## Trim & Prep Guidance

**NO TRIMMING REQUIRED!**



Season generously with kosher salt and cracked black pepper or your dry rub.

**READY TO TRY THE 9-INCH BONE-IN RIB SHORT RIB?**

Contact your sales representative today!

# Pro Tips

A premium eating experience, the Bone-In Rib Short Rib will be the star of your menu. When smoked, this cut has eating characteristics similar to brisket, but with a big, bold presentation. Everyone will love the fall-off-the bone tenderness of a delicious Short Rib!

## COOKING GUIDANCE†

- Approximate Cook Time: 6.5 hours
- Recommended Cook Temperature: 250°F
- Cook to an Internal Temperature of 200°F

## HOLDING

Not serving it right away? No problem.

Doesn't lose quality when held in a warming cabinet (After removing from smoker, let rest before moving to cabinet).

## TASTING NOTES

Your guests will quickly taste why Rib Short Ribs are a great choice:

- Accepts smoke flavor very well, even better when cooked bone-in
- Tender, sumptuous beef flavor
- Balance the richness with a zippy sauce

†Cooking tests conducted on Ole Hickory Pits™ EL-EDX commercial smoker.

# Menu Inspiration

No matter how you slice it, with premium Rib Short Ribs on your menu, you'll have repeat customers. Here are a few of our favorites:

- Short Rib Burnt Ends (Hanging Burnt Ends)
- Popcorn Beef Sandwich
- Short Rib Pot Pie
- Gochujang-glazed Short Ribs



## BUILT FOR BBQ

National Beef® ensures consistent sizing, marbling and plate performance with our value-added branded programs.



Learn how we deliver innovative solutions and program support to help you succeed by calling your National Beef® representative at 1-800-449-BEEF or by visiting [nationalbeef.com/bbq](https://nationalbeef.com/bbq)



America's Premier Beef Company®