



INTRODUCING

# FUDDS PRIME™

## 100% ALL AMERICAN PREMIUM BEEF



Fudds Prime™ is Fuddruckers newly-branded beef that communicates the company's commitment to premium food quality, which we believe goes well beyond other burger places.

### About Fudds Prime™

Fudds Prime™ is 100% All-American Premium-Cut Beef from Fudds Herd, born and raised humanely, and bred for taste only on select U.S. ranches through exceptional lineage, open grazing and vegetarian feed. Fudds Herd is less than 21 months old and is proven and traceable for 100 years.

From Farm to Fuddruckers to Families, we monitor Fudds Herd very carefully through daily USDA inspections, third-party food safety audits, and screening and testing of

every head of cattle, which helps ensure that Fudds Prime™ is some of the best beef you can get on a burger.

Only the freshest, premium cuts of beef with optimal marbling, like prime and the upper portions of choice, create the juiciest Fudds Prime™ burger experience. Fresh, never frozen, Fudds Prime™ burgers are grilled to order and placed atop a Fuddruckers scratch-baked bun made fresh daily in our restaurant bakeries. From there, guests are invited to take their juicy Fudds Prime™ burger to Fuddruckers Market Fresh Produce Bar, where they can pile it high any way they like.

The World's Greatest Build Your Own Burger<sup>SM</sup> Experience starts with a juicy Fudds Prime™ burger, and you can only get Fudds Prime™ at Fuddruckers.

To learn more about Fudds Prime™ visit [FuddsPrime.com](http://FuddsPrime.com).

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