

SAVE OVER \$1,500 A YEAR
ON GROCERIES,
WITHOUT CUTTING CORNERS

With all-natural beef from a 100-year Montana family ranch

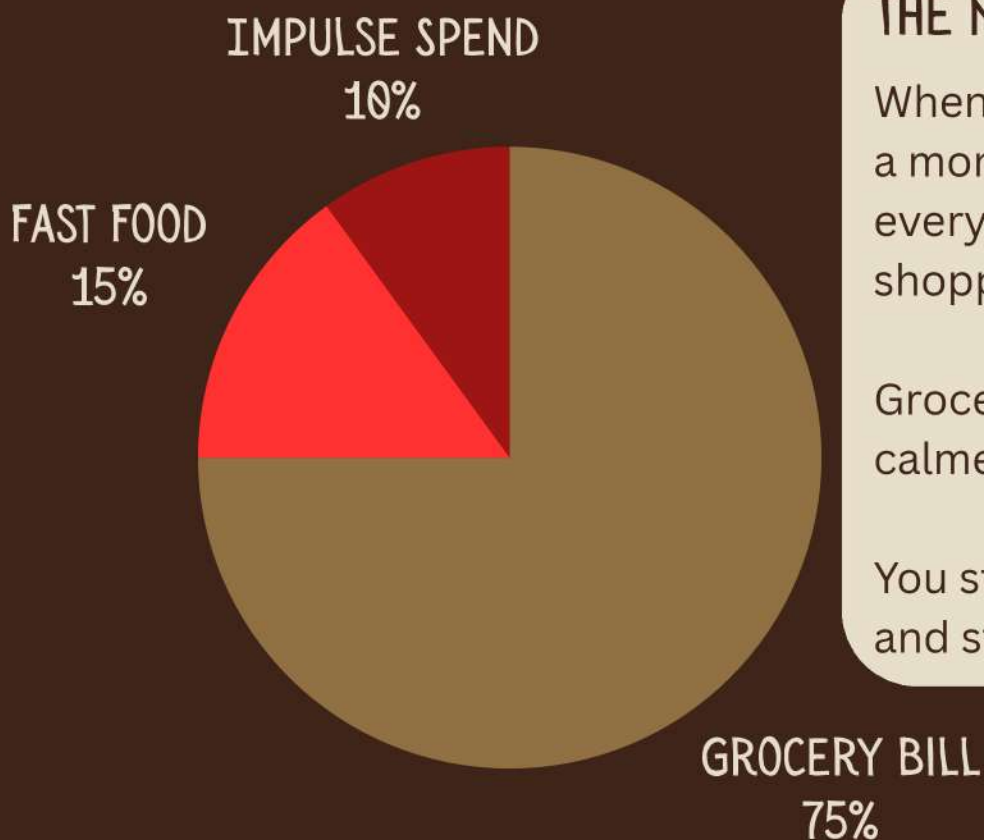


TJ

T Bar J Ranch - Molt, Montana

THE \$400/MONTH HIDDEN COST OF CONVENIENCE

The average family spends around \$1,000 a month on groceries. But the real cost isn't just what shows up on your receipt. It's the extra trips to the store. The impulse meals. The last-minute takeout when dinner plans fall apart. Those hidden costs quietly add up to hundreds of dollars every month.



THE MEAT ANCHOR PRINCIPLE:

When your freezer is stocked with a month (or more) of quality beef, everything else about grocery shopping changes.

Grocery trips become shorter, calmer, and more intentional.

You stop buying dinner in a panic, and start shopping with purpose.

Impulse spend and fast food add up fast when dinner plans fall apart.
Most of it happens when there's nothing planned for dinner.



TAKE BACK YOUR WEEKLY TIME & END THE PLANNING STRUGGLE

The weekly grind adds up to 8–12 hours every month in store visits alone.

But the bigger drain is the mental load — the planning fatigue that starts before you ever leave the house.



BYPASS THE MEAT DEPARTMENT

Permanently remove time spent standing at the meat case comparing cuts, prices, and labels.

When your freezer is stocked, you permanently remove the biggest source of weekly decision fatigue.

That's fewer choices, fewer trips, and one less thing to worry about — every single week.

1

ELIMINATE PRICE TAG & COUPON STRESS

Stop wasting time debating “mystery meat” value and clipping coupons that don’t really save you money.



2



3

GAIN FOCUSED, QUICK SHOPPING TRIPS

With your main protein secured, grocery trips become quick, targeted runs for produce and dairy only.

THE "MYSTERY MEAT" PROBLEM

WHAT'S IN YOUR CART?

When you buy typical grocery store meat, you're trading short-term convenience for long-term doubt about what you're feeding your family.



UNCLEAR SOURCING:

The meat is often imported, factory-farmed, and its journey is completely hidden from you.



LOW QUALITY:

Often raised under high-stress conditions, where hormone use and antibiotics are common.



NUTRITIONAL DOUBT:

It's hard to trust the nutritional quality of your food when you don't know how the animals were raised.

YOU DESERVE FULL
TRANSPARENCY --
AND A RELATIONSHIP
WITH THE PEOPLE WHO
RAISE YOUR FOOD .





WHAT LOCAL RANCHERS OFFER INSTEAD SECURITY AND TRUST



WE OFFER A BETTER WAY – ONE THAT REPLACES GROCERY STRESS WITH CONFIDENCE, CLARITY, AND PEACE OF MIND. OUR APPROACH IS SIMPLE:

- 1. Premium Quality:** Pasture-raised, locally butchered, and carefully frozen at peak freshness.
- 2. Complete Transparency:** Full traceability and a direct relationship with your rancher.
- 3. Worry-Free Pricing:** You reserve a beef share at a set price, with a guaranteed minimum amount of beef – no weekly price swings, no coupon stress, and **no surprises at checkout.**

BETTER MEAT.
BETTER DEAL.
BETTER COMMUNITY.
BETTER LAND.



PLAN ONCE AND EAT FOR MONTHS

Bulk buying is the ultimate key to implementing the "Meat Anchor Principle," giving you back control of your food budget and your time.



\$3.75



FREEZER FILL-UP:

Buy a 1/8, 1/4, or 1/2 beef share and guarantee a supply of quality meat for months.



READY-MADE MEALS:

Always have dinner options ready — ground beef, steaks, and roasts — eliminating the ‘I don’t know what to cook’ panic.



INCREDIBLE MEAL VALUE:

You get local, best-quality beef on your plate, often for as little as \$3.75 per meal when averaged across your share .

THE TRUE TRADE-OFF

STORE-BOUGHT VS. RANCHER-SOURCED

The choice is simple: Do you want weekly frustration and doubt, or guaranteed security and value? Here is a direct, honest comparison of the two paths.



THE FINANCIAL DRAIN

PRICE-PER-MEAL CHAOS:

Variable costs, constant price debating, and reliance on finding coupons.

"MYSTERY MEAT" DOUBT:

Unclear sourcing, questionable quality, and anxiety over antibiotics/hormones.

MENTAL FATIGUE:

Weekly trips, fighting impulse spending, and no mental freedom.



THE GUARANTEED GAIN

GUARANTEED VALUE:

Fixed, low cost per meal (as low as \$3.75). Can eliminate \$1500+ in annual food waste.

UNMATCHED TRUST:

Full transparency, ethical sourcing, and nutrient-dense, premium cuts.

PERMANENT PIECE OF MIND:

You plan once, eliminate weekly stress, and always have dinner ready.

THE ULTIMATE FREEZER INVENTORY CHECKLIST

The secret to stopping waste and ensuring variety is this printable, reusable sheet. Use it to track every cut you put in, and keep it on your freezer door.

YOUR RESTOCK CALENDAR:
An 1/8 beef share (approx. 45 lbs.) provides enough red meat to last 6 to 8 weeks for two people. Tracking your usage here means you save 5 to 7 costly trips in that period!

CUTS	STARTING QUANTITY	CURRENT AMOUNT	USE BY	RESTOCK
Cut (you fill this in)				
Cut (you fill this in)				
Cut (you fill this in)				
Cut (you fill this in)				
Cut (you fill this in)				
Cut (you fill this in)				
Cut (you fill this in)				

- HOW TO USE THIS SYSTEM:**
- 1. Mark the date stored immediately upon delivery.
 - 2. Update new item quantity the moment you use them.
 - 3. Check this sheet before every grocery trip!

THE SECRET TO SHOPPING FREEDOM

YOUR MONTHLY STAPLES TRIP

Because your protein is always secured in the freezer, your trip to the store becomes a quick, predictable "Staples Run." You only need to shop for the shelf-stable items that support your beef.



GRAINS & STARCHES

- Pasta & Rice
- Tortillas
- Taco Shells
- Pizza Dough
- Bread & Buns

SAUCES & CANS

- Canned Tomatoes
- Pasta Sauce
- Broth & Stock
- Taco Seasoning
- Various Oils

SHELF-STABLE VEGGIES

- Canned Beans
- Potatoes
- Onions
- Garlic
- Bulk Herbs/Spices

YOUR NEW WEEKLY MEAL FRAMEWORK

With your freezer stocked, grocery trips become quick, predictable, and intentional. "Staple Runs" done just once or twice a month. Use this framework to plan, a simple rhythm many families follow:

Monday: Soups / Salads / Sandwiches

Tuesday: Taco or Bowl Night

Wednesday: Pasta, Rice & Veggie Bowls (Rotate Italian / Asian / Indian)

Thursday: Burgers / Sliders / Steak Night

Friday: Homemade Pizza or Nacho Night

Saturday: Open / Choice Night

Sunday: Slow, Hearty Family Meal

THE 5-MINUTE MEAL SYSTEM

ELIMINATE THE WEEKNIGHT SCRAMBLE

Stop scrambling! This simple 3-step system uses your Freezer Inventory to ensure you always have a quick dinner option ready. Following this flow eliminates decision fatigue.



1

THE INVENTORY CHECK:

Look at your Inventory Sheet before writing your next grocery list.

2

THE ANCHOR PREP HACK:

Cook your biggest cut of the week (roast or large ground batch) on Sunday, and immediately slice/shred half of it for future meals.

3

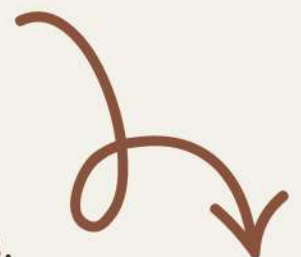
THE 5-MINUTE RULE

Use the prepped meat for tacos, chili, or sandwiches — dinner ready in under five minutes.

THE DELICIOUS PAYOFF

3 RECIPES THAT USE THE ANCHOR PRINCIPLE

Stop thinking about cooking and start thinking about assembling. The following recipes use the Anchor Prep Hack to turn your bulk buy into 5-minute weeknight meals.



RANCH FAVORITES

WEEKNIGHT DINNERS BUILT AROUND YOUR FREEZER



RAPID RUMP ROAST TACOS

ACTIVE COOK TIME: 5 MIN
SERVES: 4

Turn your pre-cooked roast into a fresh, satisfying weeknight meal in just five minutes.

[GET THE RECIPE](#)



20-MINUTE FREEZER STEAK

ACTIVE COOK TIME: 18-20 MIN
SERVES: 2

This reverse-sear method takes premium steaks straight from the freezer to the table — no thawing, no stress.

[GET THE RECIPE](#)



ANCHOR CHILI

ACTIVE COOK TIME: 45 MIN
SERVES: 6-8

This hearty, classic chili is designed to utilize your bulk ground beef and nearly all your shelf-stable ingredients.

[GET THE RECIPE](#)

MEET YOUR RANCHERS

Our family has raised cattle on this land for over a century.

That history is why we began sharing the beef we raise with family, friends — and now with you. Because families deserve to know exactly where their food comes from. We raise all-natural beef with intention and care for ourselves, and we'd be honored to be part of your table too.

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