

Ms A. Personalised  
1 Any Street  
Anytown  
Any 123  
Any Country

## “Choose your perfect steak at Tesco then let us know what you think”

Dear Sample,

Ahhhh... the sizzle of a steak, it's a melody to make stomachs growl and mouths water. Whether looking to wow at a special occasion or just treating yourself to an everyday indulgence, you can't beat a great steak. Lucky then that Tesco are as passionate about providing delicious steaks as you are about eating them. Matured and hand prepared by experts, Tesco's 100% British and Irish beef is a tender taste of luxury at a price that won't grill your wallet.

As a member of the Orchard, your coupon entitles you to great savings on high quality steaks. So regardless of whether you like them rare, medium or well done go ahead and spoil yourself with some expertly chosen, deliciously tender cuts.



### Get a little extra

Rare rump, lean sirloin or juicy rib-eye? Which cut gets your vote as steak supreme? Whatever your preference, now you can save £4 off your choice of steak at Tesco in store or online using the attached coupon.



### Share your thoughts

The Orchard is fuelled by your insightful feedback. So be as honest with us as possible about the products you try - we'd really love to hear what you think about Tesco steaks. Why not get talking online through Facebook and Twitter, in person with family and friends or directly to us via the Orchard Programme Homepage. We can't wait to hear from you.



### Keep it up

How's this for a deal? The more you get out there and talk honestly about Tesco steak, the more invitations you'll receive from the Orchard at Tesco in future. To help you get the conversation started about Tesco steaks, head to your Activities Checklist on the Programme Homepage and you'll find a host of different ways to share your thoughts.

So head down to your local Tesco or shop online at Tesco.com and select your favourite steak cut. Grill it, broil it or simply sear it in a pan before tucking in to a deliciously indulgent time... then tell us all about your experience. Easy!

Enjoy, this one's on us.

The Orchard Team



# £4.00 off

when you spend £0.00 on  
Tesco beef steaks

Valid from  
00.00.14 to 00.00.14

**TESCO**

Handpicked for you

A Sample

At the online checkout enter:  
XXXXXXXXX



# £1.00 off

Tesco beef steaks

Valid from  
00.00.14 to 00.00.14

**TESCO**

Handpicked for a friend

At the online checkout enter:  
XXXXXXXXX



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**TESCO****TESCO****TESCO**

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## How do you take your steak?

Tesco passionately believe that when it comes to beef, British and Irish is best. That's not just blind national pride talking either; we know the taste simply can't be beaten. By regionally sourcing meat from British and Irish farmers we also help support the local agriculture industry and cut down on food miles in the process. So it goes without saying, all our beef is 100% British and Irish (100% Scottish in Scotland) and proud.

### Sourcing the best beef ...

The story may end with you tucking into a tasty steak at home, but it starts with our agricultural experts putting on their wellies and heading down to the farm. Many of these folk have extensive farm experience themselves, so they know what kind of cow makes for a great steak when they see one. They spend time getting to know the farmers and work alongside them to help build a sustainable, efficient and completely transparent supply chain (how your steak gets from farm to fork). This means that we can proudly say all our beef carries the Red Tractor farm assured logo and is completely traceable.

### Fanatical about flavour...

To make sure that the taste of our steaks is at its absolute peak when it comes to you, we mature them on and off the bone to enhance their flavour. This process causes muscle fibres in the meat to break down, making the whole cut incredibly tender. Tesco brand steaks offer you a choice of cuts matured for 21 days (or 28 days in the Tesco finest\* range). To make doubly sure that the steak stays at its best from the moment it arrives in store, to the instant you plate it up, many Tesco steaks are packaged in 'skin' packaging. This specially designed packaging enables the steak to 'breathe', maturing it for even longer in the pack – the result is a deliciously tender steak every time. Learn more about our devotion to steak flavour by visiting the Programme Homepage.

### A choice of delicious cuts...

What the stomach wants, the stomach gets... whether it's sizzling stir-fry, a juicy steak sandwich or smoky barbeque flavours you're in the mood for, Tesco has a steak to suit your budget and a recipe to make mouths water - just head over to the Programme Homepage to find out which cut is best for the dish you want to prepare and the perfect way to cook it.

Serve a sizzling  
steak to friends  
and family  
then share your  
thoughts at  
[tesco.com/orchard](https://www.tesco.com/orchard)



Please recycle me

