



Sara Scott



SARA SCOTT
Vice President, Foodservice



“I love being able to connect people from gate to plate, to serve as the bridge between our cattlemen and our end users.”



If Given a Choice



Taste is No. 1

Research shows TASTE is the No. 1 reason consumers buy beef, according to 2021 National Cattlemen's Beef Association market research. Consumers continually rank taste as the most important feature of beef.





Restaurant and
retail customers
progressively
demand higher
quality food and
service.

Mhlanga et al., 2014



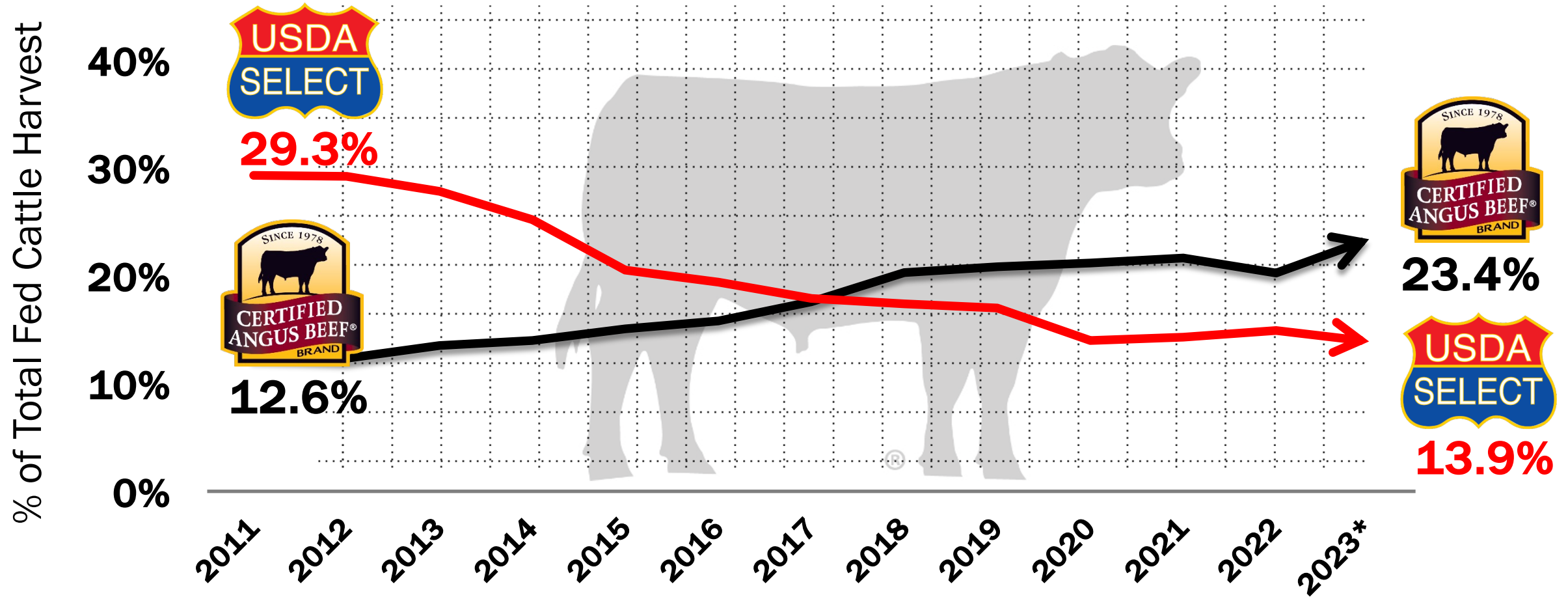


WHY WE EXIST?

Help consumers find the best-tasting beef every time.

Recognize and reward the family farmers and ranchers dedicated to producing high-quality, sustainable beef.

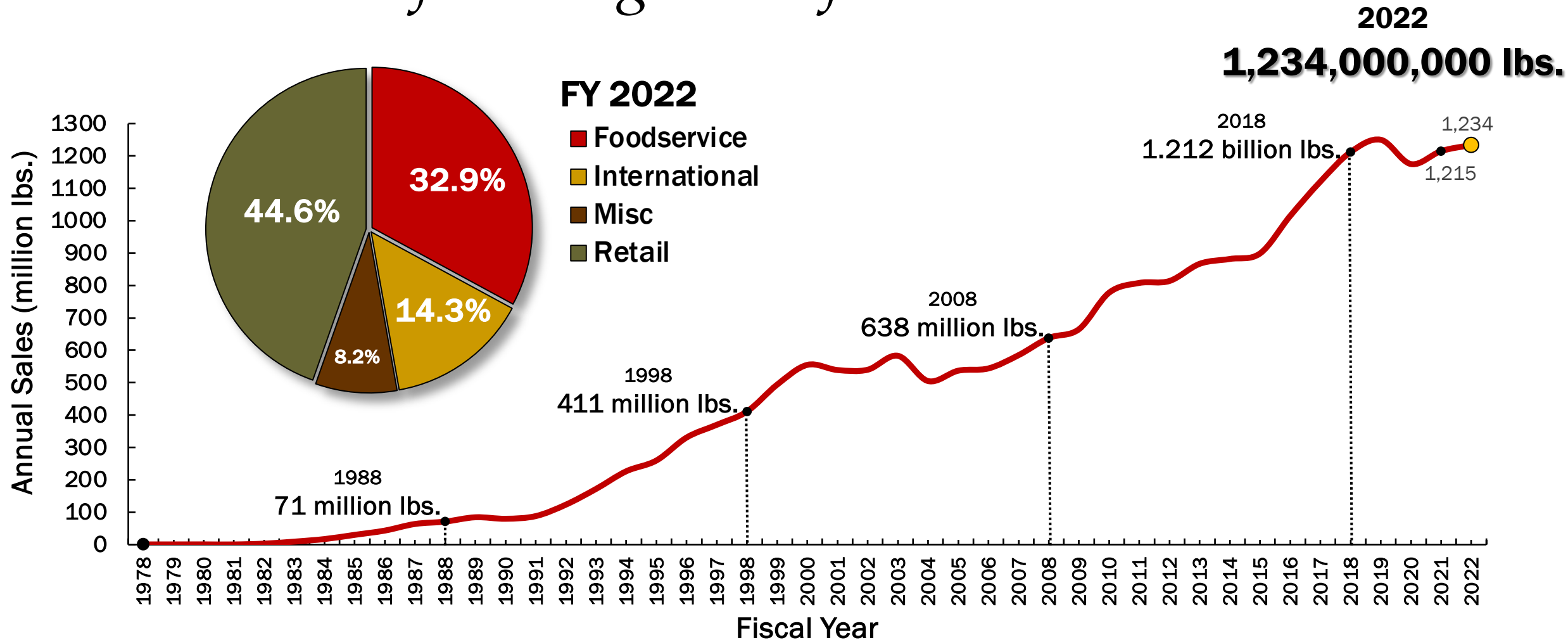
A Shift From Commodity Towards Quality



Source: USDA & CAB

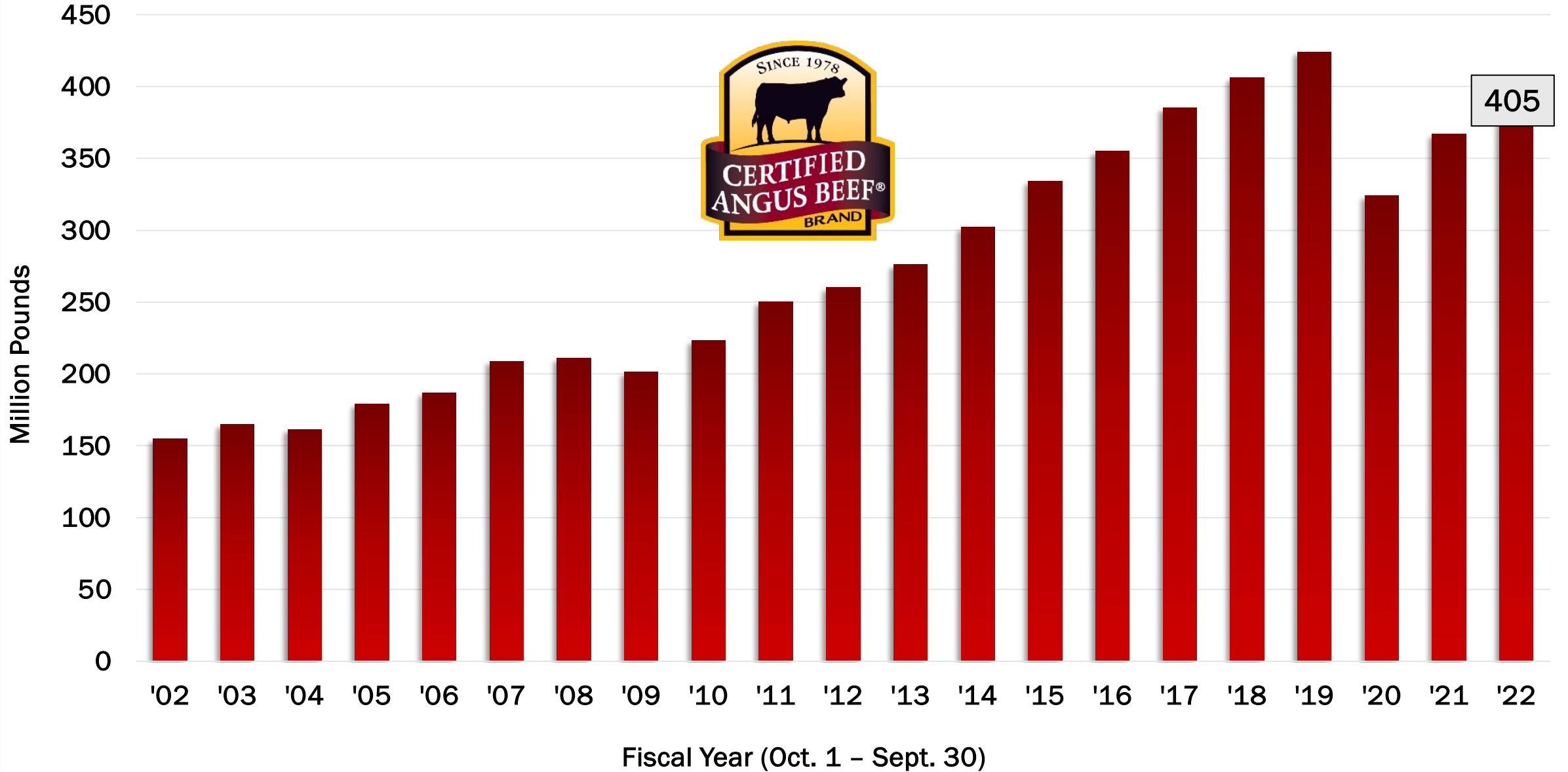
* projected

Certified Angus Beef® brand Sales

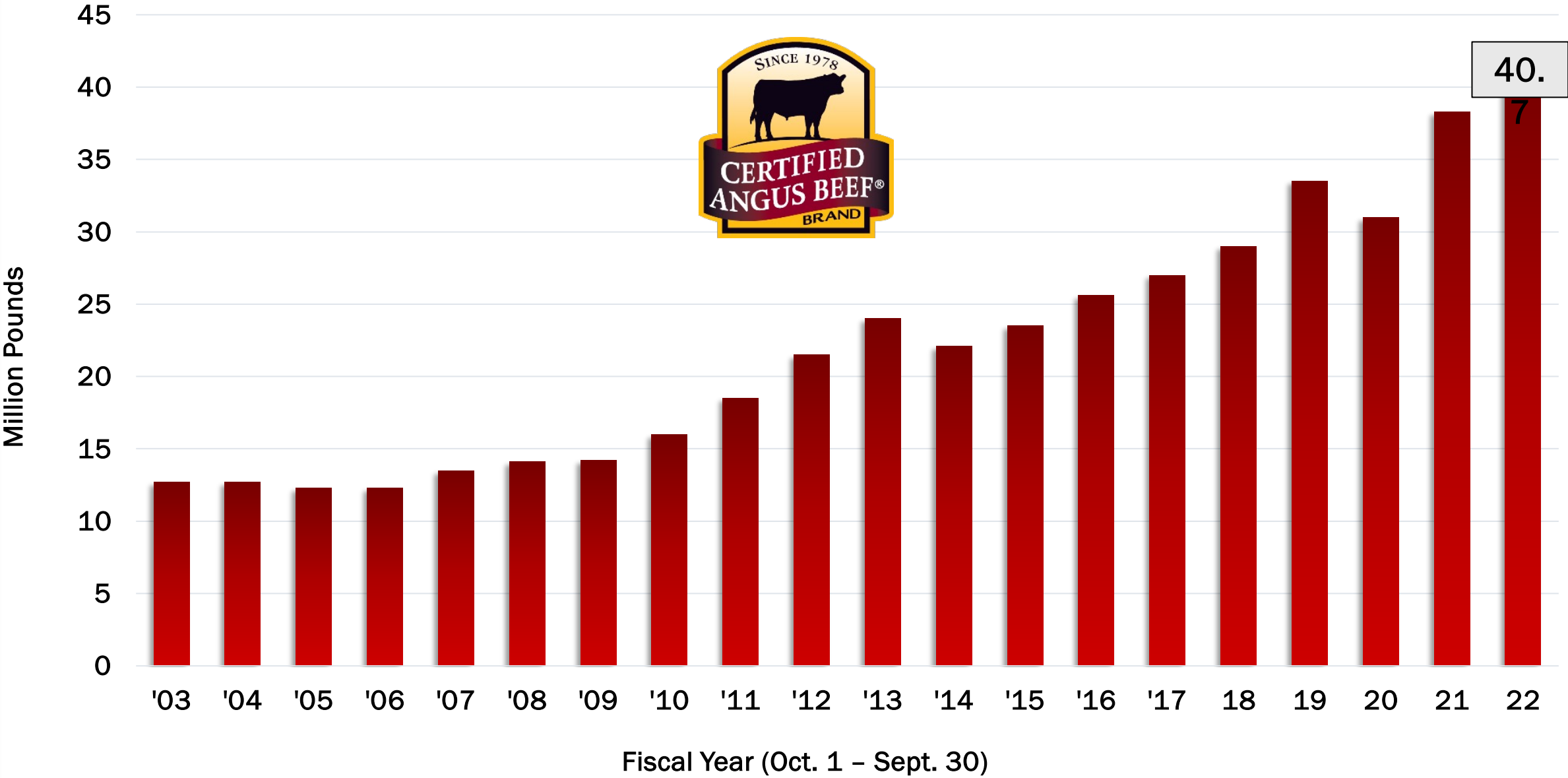


Source: Certified Angus Beef LLC

FOODSERVICE SALES



VALUE-ADDED PRODUCTS SALES





SUMMARY

Casey's operates convenience stores throughout 16 states, primarily in Iowa, Missouri, and Illinois. The stores carry a broad selection of food items including freshly prepared foods (e.g., regular and breakfast pizza, donuts, hot breakfast items, and hot and cold beverages), bottled/canned beverages, tobacco and nicotine products, health and beauty aids, automotive products, nonfood items, and self-serve fuel. Around 51% of Casey's stores are in areas with populations of fewer than 5,000, while ~25% of stores are located in communities with populations of more than 20,000.

Casey's	FY23 Revenue (thousands)	Growth % Y-Y	Revenue Mix
Total Company	\$15,094,475	17%	100%
Fuel	\$10,027,310	21%	66%
Grocery & General Merchandise	\$3,445,777	10%	23%
Prepared Food & Dispensed Beverage	\$1,322,560	10%	9%
Other	\$298,828	1%	2%

Source: Company filings

STRATEGIC PRIORITIES

Accelerate the food business with a focus on driving menu innovation and traffic-driving LTOs via new pizza crusts, daypart expansion/optimization, and premium made-to-order dispensed beverages.

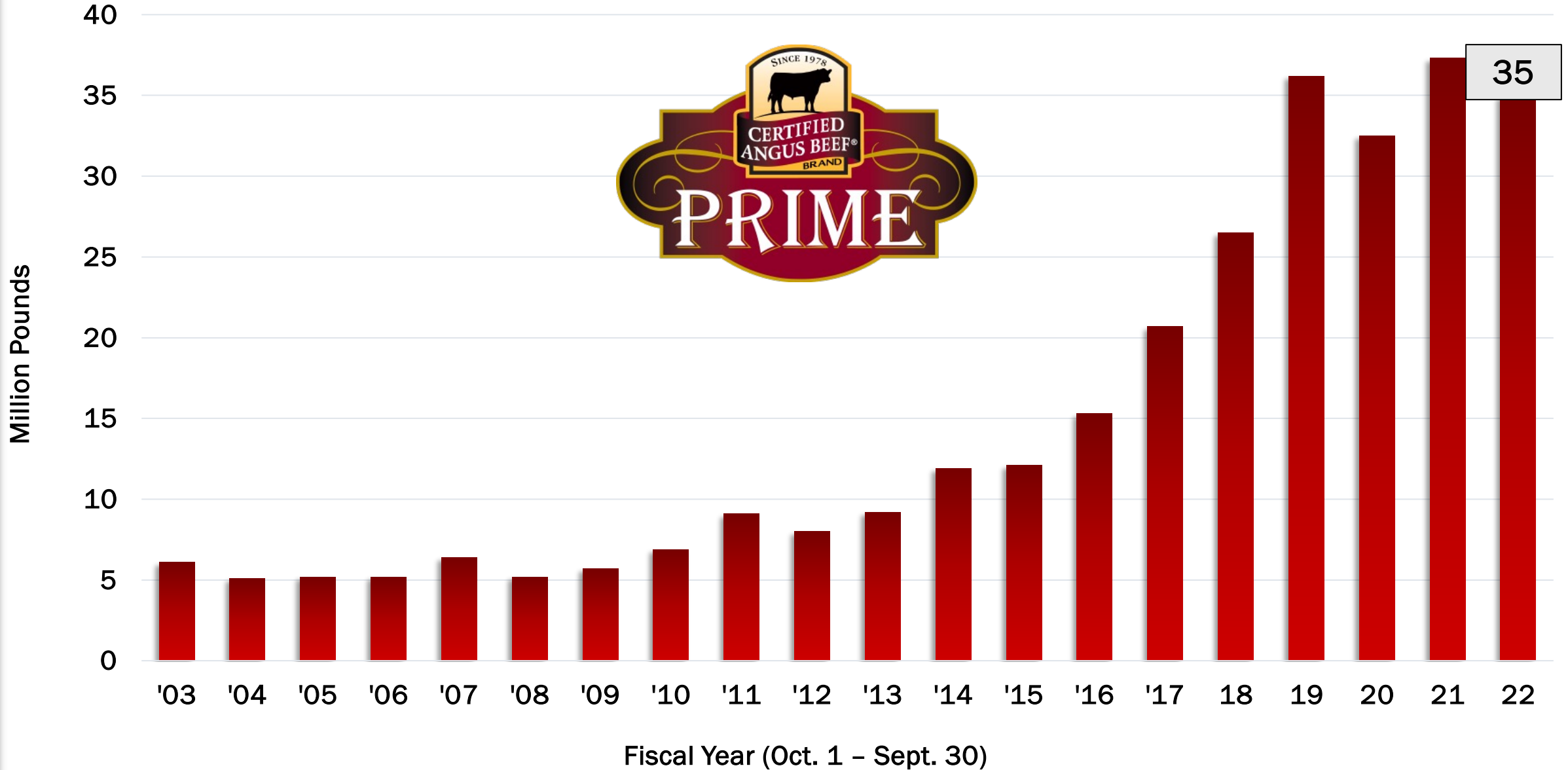


C-STORES FOCUS ON BOTH VALUE AND PREMIUM FOODSERVICE OFFERINGS AS MANY CHAINS LOOK TO TAKE A BARBELL MENU STRATEGY. *Cleveland Research





PRIME SALES





TODAY'S CHALLENGES



FEEDING QUALITY
FORUM

HOW MUCH IS TOO MUCH?



In the next 6 months, net 3% of consumers think they will dine out more from what they do currently

Optimistic outlook for restaurant demand over the next 6 months

While most operators appear to be at a price ceiling, we are still not seeing broad consumer pushback due to higher pricing



WHAT has changed?





FEEDING QUALITY
F O R U M



WHISKEY WEEK PRIX FIXE

\$65

Chopped Salad

Romaine, Bacon, Grape Tomatoes, Red Onion,
Cucumber, Radish, Roquefort Dressing

Applewood Cup

Watershed Bourbon, Domaine de Canton,
Apple Cider, Lemon Juice,
Cinnamon-Sugar Rim



10 oz. Grilled Strip Steak

Bacon Fingerling Potato Hash, Roasted
Asparagus, Bourbon Peppercorn Sauce

Whiskey Flight

HR Eagle Rare
HR Jefferson's Reserve
Weller Full Proof
Willett Rye



3-DAY SALE

May 18-20 | Thursday-Saturday Only!



3-DAY SALE

Certified Angus Beef®
Gourmet Pub-Style Bacon
Cheddar Burgers
\$4.99 lb

SHOP BURGERS

85% Lean
Available in the full service meat case



3-DAY SALE

Certified Angus Beef®
T-Bone Steak
\$8.99 lb

SHOP STEAK

Value Pack / Porterhouse Steak \$9.99 lb



3-DAY SALE

Fresh Thyme Potato Chips
2 for \$5

SHOP CHIPS

Save 79¢ / 10 oz



BUYING STRATEGIES

- a. Further out on buys
- b. Suspended Fresh and Deep Chill
- c. Prime....be cautious due to supply. Demand at both Retail and Foodservice



The word "Hot!" is written in a stylized, flame-like font with a yellow-to-orange gradient. Below it, the word "TOPICS" is written in large, white, 3D block letters with black outlines, set against a dark, textured background.

RESTAURANTS AND GROCERY STORES

1. PRICE 2. AVAILABILITY 3. VALUE





Keep making high quality cattle and we will keep selling them.



THANK YOU!