

Beef Nutrition 30

SYNOPSIS: In this spot, radio listeners are reminded of the versatility of beef, in song.

*If tonight you're after more than just a meal,
The potential of beef really is ideal,
A healthy salad bolognese or warming stew,
A roast a steak a stirfry just to name a few,*

*So if you want a meat that will make any dish a hit
Just remember these few words when you go out to purchase it...*

*Our beef for what it's worth
Is the greatest meat on Earth.*

VO: Beef. The Greatest.

Beef Nutrition 30

SYNOPSIS: In this spot, radio listeners are reminded of the nutritional benefits of beef, in song.

*You wouldn't say that beef is just a meat,
It's the meat that makes your dinner great to eat
With protein, zinc - your best natural source of iron,
You can do it all without looking like you're tryin'*

*So if you want the taste of great and to feel just the same
The next time that you're buying meat, please remember this refrain...*

*Our beef for what it's worth
Is the greatest meat on Earth.*

VO: Beef. The Greatest.

Beef Brand 60

SYNOPSIS: In this spot, radio listeners are reminded of the greatness of beef, in song.

SFX: Store bell

Butcher Brian: *Hi Peter, what can I do for you?*

Peter: *Just a rump steak, please.*

Butcher Brian: *Just a rump steak?*

Butcher Brian breaks into song.

***You wouldn't call The Great Wall just a wall,
Or Everest just a foothill in Nepal,
And your mum doesn't make just a bolognese,
She makes the best damn thing you've had to eat in days.***

***Australia ll not just a keel, Rare roast beef not just a meal,
Pharlap not just a quickish horse, red wine jus not jus-t a sauce.***

***So when you use a word like just, you might get just what you deserve,
So next time that you're at the shops, remember these important words...***

***Beef for what it's worth,
Is the greatest meat on Earth.
Beef's the greatest meat on Earth.***

VO: Beef. The Greatest.