

Specialty Cuts

Our butchers are happy to custom cut your order

Our Hometown Butchers

- Hand-cut and trim every piece
- Offer fresh cuts every day
- Can help you pick the perfect cut
- Are happy to offer preparation tips
- Make ground beef daily in-house



Try Our Air Chilled Chicken



O Organics®
Air Chilled:

- No Antibiotics Ever
- Free Range
- Organic Vegetarian Fed
- American Humane Certified



Open Nature®
Air Chilled:

- No Antibiotics Ever
- 100% Vegetarian Fed
- American Humane Certified

Lean Protein

Beef, chicken, lamb and pork are big on taste and low in calories. They're packed with essential vitamins, minerals and satisfying protein for building muscle while boosting your metabolism to help you lose fat. When you lean on protein, you'll feel good about the great-tasting, healthy and satisfying dishes you share with your family and friends.



Beef: B-12, zinc, selenium, iron



Chicken: amino acids for building healthy muscle tissue



Pork: Thiamine, selenium, niacin, vitamin B-6 and phosphorus



Lamb: Iron, magnesium, selenium, niacin, vitamin B-6 and phosphorus



High Quality High Standards

We are proud to offer a great selection of the finest quality beef that are destined to become the main attraction at your next cookout.



USDA Choice: Aged for tenderness, marbled for flavor, hand-trimmed in store.



USDA Prime: Top 2% of all beef, highest level of marbling, available in select stores.



Open Nature®: 100% grass fed Angus, no antibiotics ever, no added hormones.



O Organics®: No GMOs or added growth hormones, free range, grass fed, no antibiotics ever.

Grill Like a Pro



Impress with these grilling tips & tricks.



VONS

Shop online at Vons.com



Exclusively in our stores:

O Organics®

Beef, Ground Beef

- No Antibiotics Ever
- No Added Hormones
- Grass Fed
- Pasture Raised
- No Preservatives

Chicken

- No Antibiotics Ever
- No Added Hormones
- Organic Vegetarian Fed
- Free Range
- No Preservatives

* Federal regulations prohibit the use of hormones in raising pork & poultry.

Effective dates: 4/1/21 – 2/28/22

\$2 OFF

Any O Organics®
Beef or Chicken
Limit 1



Coupon valid at any participating Vons stores and must be presented at time of purchase. Minimum \$2.99 purchase required in a single transaction, excluding fluid dairy, alcohol, tobacco, taxes, and fees. Only one item per coupon, one coupon per transaction/ per customer. Void if copied or expired. Coupon not valid for online purchases and cannot be combined with any other offer or store coupons. No cash value. Limited to quantities on hand. While supplies last. Item prices vary among stores. Not all items or varieties available in all locations. In the event of return, coupon savings may be deducted from refund and no cash back or rainchecks. Vons reserves the right to modify or cancel this offer and/or to correct typographical, pictorial and other ad or pricing errors. Coupon Expires: 2/28/2022



Exclusively in our stores:

Open Nature®

Beef, Lamb, Ground Beef

- No Antibiotics Ever
- No Added Hormones
- Grass Fed
- No Artificial Ingredients

Chicken, Pork

- No Antibiotics Ever
- No Added Hormones
- Vegetarian Fed
- No Artificial Ingredients

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Building the Perfect Burger

THE TOP 3 TOPPINGS

Lettuce, tomato & onions have consistently been the all-time favorite, go-to toppings. This classic trio has been making burger hits with their perfect harmony of cool crunch, tangy zest and sweet flavor.

80% LEAN BEEF

Use no less than 20% fat to unlock the savory flavors in a choice cut of ground beef. Portion into generous 1/4-pound patties, and keep them cold in the fridge until you're ready to grill. Salt if you must.

MUSTARD

Unlike sugar-laden ketchup that can mask flavors, mustard adds a little zing to the mix and brings out the subtle flavor profiles in your grilled masterpiece.

THE BUN

Not every bun can contain the magnitude of magnificence that burger excellence requires. To ensure that your bun is up to the task, choose a buttery brioche or a potato bun.

AMERICAN CHEESE

When it comes to building the perfect burger, fancy cheese just won't cut it. American cheese melts to perfection without falling apart on the grill.

COOKING METHODS:



Direct Heat

Grilling meat directly above flames or coals (steaks, burgers, sausages, seafood)



Indirect Heat

Grilling technique in which the food is placed to the side of the heat source (whole chicken, ribs, turkey)

| | Favorite Cuts | Why We Love Them | Time to Cook |
|---------|---|--|--|
| BEEF | Bone-In Ribeye Steak | Rich, juicy and full-flavored with generous marbling throughout | · 1-inch thick · 10-12 minutes over direct heat (high) · Simply season with salt and pepper; utilize grilling tongs to gently turn and flip your steak when grilling · Or try a reverse sear on any of these steaks · 20-30 minutes over indirect heat (medium) · Then move to direct heat (high) for 3-4 minutes per side. |
| | Porterhouse or T-Bone Steak | Tender, full of flavor and often big enough for two to share | |
| | Filet Mignon Tenderloin Steak | Leanest, tenderest steak available with a fine buttery texture and amazing flavor | |
| | Top Sirloin Steak | Moderately lean, both flavorful and versatile for family gatherings | |
| | New York Strip Steak | Restaurant favorite - tender, lean & flavorful | 3/4 to 1" thick; 8-10 minutes over direct heat (high); move to indirect heat for another 6-8 minutes to allow for fall off the bone tenderness 1 - 1 1/2 inch thick: 14-16 minutes over direct heat (medium); Key step - let this one rest for 10 minutes after grilling for sealed in juiciness 10-12 minutes over direct heat (medium); move to indirect heat for another 5 minutes to allow marinade to seal the outside 9-13 minutes over direct heat (medium) for 1/4 lb to 1/3 lb burger patties; utilize a spatula to gently turn and flip your burger when grilling |
| | Thin Cut Bone-In Short Ribs | Very flavorful, with a rich meaty texture; great with a marinade | |
| | Top Round London Broil | Thick cut and versatile, sear on the outside to seal in the delicious flavor | |
| | Flank Steak | Typically marinated, with lots of intense flavor - cut into slices across the grain | |
| PORK | Ground Beef | A grilling favorite available in a variety of lean to fat ratios | 3/4-inch thick 9-12 minutes over direct heat (high); Simply season with salt and pepper; utilize grilling tongs to gently turn and flip your pork chop when grilling 3/4-inch thick 8-10 minutes over direct heat (high); utilize grilling tongs to gently turn and flip your pork chop when grilling 8-10 minutes over direct heat (medium); move to indirect heat for another 3-4 minutes to allow for juicy tenderness 18-20 minutes over direct heat (medium) to seal in the juiciness and flavor; move to indirect heat for another 12-14 minutes to desired doneness 1 3/4 - 2 1/2 hours over indirect heat (medium); Set your timer for half way through; then remove ribs, lather with favorite sauce, wrap in aluminum foil, and place back on the grill - if the meat sticks, don't try to flip the piece; it will unstick itself then it is ready to flip |
| | Bone-In Pork Chop | Very lean with a mild flavor; also known as the T-Bone of pork | |
| | Boneless Pork Loin Chop | Very popular, it is versatile, lean and tender | |
| | Pork Tenderloin | Grilled whole, locking in the juicy flavor; then sliced to desired thickness | |
| | Country Style Ribs | The meatiest variety of ribs, tender and juicy flavor; great with your favorite bbq sauce | |
| | Spare Ribs | Best grilled as a whole slab on indirect heat then finished on flames to sear in the flavors | |
| CHICKEN | Loin (Baby) Back Ribs | Slow cook on indirect heat then finish on direct heat for fall off the bone deliciousness | 10-12 minutes over direct heat (medium); Simply season with salt and pepper; utilize grilling tongs to gently turn and flip your chicken pieces. Tip - Allow a little extra time on the grill - if the meat sticks, don't try to flip the piece; it will unstick itself then it is ready to flip 16-20 minutes over direct heat (medium); Simply season with salt and pepper; utilize grilling tongs to gently turn and flip your chicken when grilling |
| | Boneless Breast | Versatile white meat with an extremely low-fat content but packed with flavor | |
| | Tenderloin or Strips | Low-fat, white meat that is quick, easy and tender; perfect seared for fajitas | |
| LAMB | Thighs or Drumsticks | Dark meat that is extremely tender and packed with juicy flavor | 16-18 minutes over direct heat (medium); then finish on indirect heat for 8-10 minutes to seal in the juices Grilled whole for 10-12 minutes over direct heat (medium); then another 4-5 minutes over indirect heat; Or grill 1" Lollipop Chops for 5-6 minutes |
| | Boneless Leg of Lamb <i>(Butterflied)</i> | Flavorful and meaty, it's split down the middle for even doneness when grilling | |
| | Lamb Rib Rack | Grill whole; or cut between the rib bones for delicious grilled lamb lollipop chops | |

For food safety, cook meat thoroughly to the following minimum internal temperatures depending on type of meat: Beef/Pork/Lamb: 145°F Chicken/Turkey: 165°F Ground Beef/Bison: 160°F

Don't Make It, Master It

Tips for perfection

PREPARATION

- Find the right cut. Use the chart on the left to help guide your selection. Or, ask one of our expert Hometown Butchers.
- Bring your meat to room temperature before grilling. Leave out approximately 30 min.
- Heat the grill for at least 20 minutes, keeping the lid closed.
- Clean & oil the cooking grate before you begin.

GRILLING

- Let your grill reach the right temperature for your selected cut of meat.
- Keep the lid closed during grilling to maintain the temperature and the proper cooking time.
- Use meat tongs to turn and flip your steaks. Never use a fork.
- Don't turn the meat too much (especially steaks), unless your recipe calls for it.
- Allow a little extra time on the grill if the meat sticks; it will unstick itself.
- Use a thermometer to ensure proper temperature of your meat; most cuts will continue to cook after they're removed from the grill.

FINISHING

- Let the meat rest before cutting it; this allows all of the juices to be reabsorbed.
- Clean the grill while it's hot to cut down on prep time before your next grilling project.