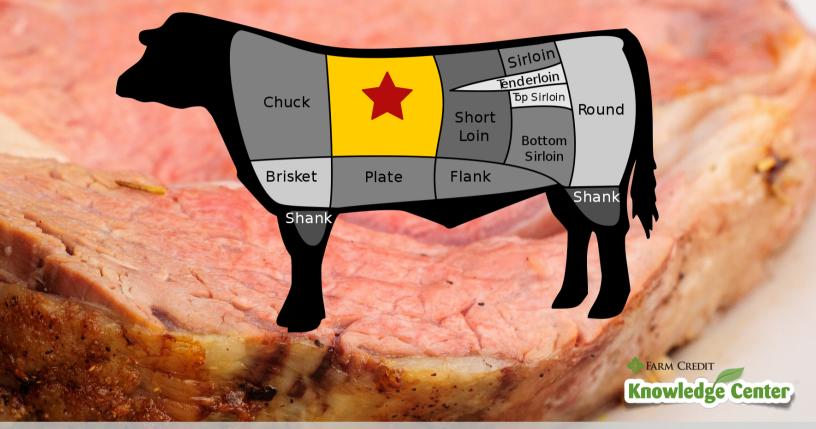
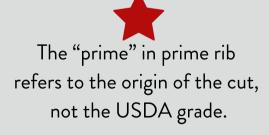
National Prime Rib Day



The prime rib is from the primal rib, the area behind the shoulder, but above the lower back.

Generous amount of marbling, which contributes to its juiciness and flavor.





Dry-aging prime rib removes moisture from the beef, which intensifies the flavor.



The fat cap is a layer of fat on top of the meat that protects it while cooking and adds tremendous flavor.



Known as the "standing rib roast" because it's actually roasted in a standing position.