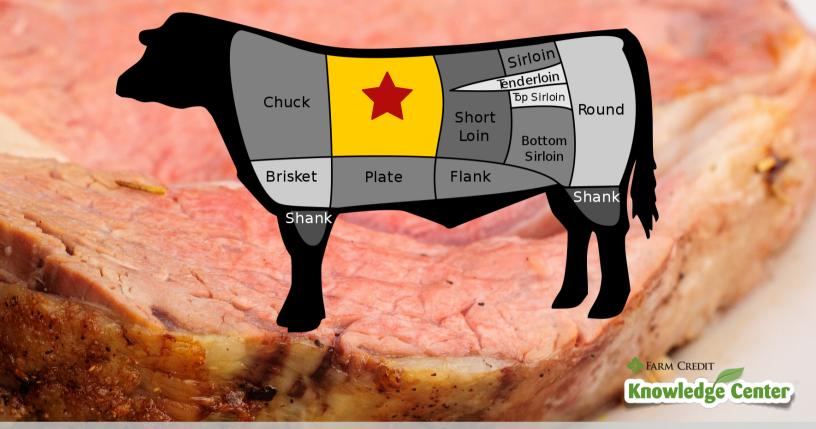
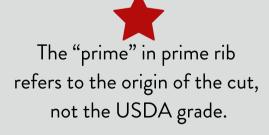
## **National Prime Rib Day**



## 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.