

Standard Meat Company

A brief history of Standard Meat Company:

- 1935- July, Standard Meat Company is founded by Ben H. Rosenthal
- 1936- Start cubed beef steak and sub-primal cuts
- 1937- Lipscomb and Vickery opens, begin shipping within 100 mile radius
- 1938- Manny Rosenthal (son) goes to Texas A&M
- 1939- Boneless and bone in steaks added
- 1940- Overnight shipping via Railroad Express Agency
- 1942- Manny graduates and establishes Meat Depot in Morocco
- 1944- (WWII**) Sales expanded to New Mexico, Louisiana, and Oklahoma because of home front meat shortages
- 1945- Sales expand to Colorado, Missouri, Arkansas, Mississippi, and Alabama
- 1951- Production of veal cutlets and breaded portion control steaks begin
- 1953- Add steak for military
- 1958- First cash register used
- 1959- Manny Rosenthal becomes the President
- 1960- Delta Airlines transports steak filets
- 1966- New customer plan yields 30% compounded increase in growth per year
- 1969- Steak and Ale partner with Standard Meat Company
- 1973- "New Mill" out of old cottonseed mill which is 60 years old already
- 1975- 'Over ocean' distance opened for Bobby McGee's in Hawaii
- 1983- Sales reach 1 Million
- 1984- Poultry Specialties Inc. is acquired
- 1985- Consolidated name is Sara Lee