

Omaha Steaks® Honors Dads with Father's Day “SweepSteaks” Giveaway of 6,375 Pounds of Steak



In recognition of Father's Day and Dads love for steak, Omaha Steaks, the Official Sponsor of Dads™ today announced the launch of their **Father's Day Epic “SweepSteaks,”** the biggest in the company's 101-year history. Omaha Steaks will give away 500 of their Kings Court packages, totaling 6,375 pounds of steak. The Omaha Steaks Kings Court package, considered the ultimate Father's Day gift, features an assortment of the king-sized steaks that Dads love.

From now until Father's Day (June 17, 2018), customers placing an order will automatically be entered for a chance to win an Omaha Steaks King's Court package. No purchase or payment of any kind, however, is necessary enter or win. Entries are limited to one per person per day and US customers only. For full rules or to enter, visit

www.OmahaSteaks.com/SweepSteaks. Five hundred entries will be chosen to win the King Court package (46658), valued at \$399. The package includes:

- King Cut 36 oz. Omaha Steaks New York Strip
- King Cut 72 oz. Omaha Steaks Top Sirloin
- King Cut 48 oz. Omaha Steaks Ribeye on the Bone
- King Cut 48 oz. Omaha Steaks T-Bone Steak

“Throughout our more than 100 years in business, we have learned a lot about Dads,” said Omaha Steaks Senior Vice President and Family Owner, Todd Simon. “Our customers have always told us that for Father's Day, Dads want steak. A big juicy steak is not only delicious, it also offers the gift an occasion – the opportunity to gather with family and friends and show our Dads how much we love them.”

Just as flowers are synonymous with Mother's Day, Omaha Steaks continues to see increased demand for steaks as the go-to gift for Father's Day. In response to this demand, the company is offering a variety of Father's Day Gift Packages including the Father's Day Grilling Favorites (54217) for \$59.99.

This package includes:

2 (9 oz.) Ribeyes

2 (5 oz.) Filet Mignons

4 (4 oz.) Omaha Steaks Burgers

1 (16 oz. package) Omaha Steakhouse Fries

4 (4 oz.) Caramel Apple Tartlets

1 (1 oz.) Omaha Steaks Steak Seasoning

Priced Separately at: \$174.95

Father's Day price: \$59.99

The Father's Day Grilling Favorites package combines the Omaha Steaks Ribeye, a favorite of steak lovers everywhere due to its marbling that gives the steak a buttery, rich flavor, and the Omaha Steaks Filet Mignon, the most tender steak available,

hand trimmed and aged to perfection.

"The Father's Day Grilling package is the ultimate gift for the steak loving Dad in your life," Simon said. For more information on all Father's Day gifting and meal options, visit www.omahasteaks.com/buy/Gifts/Fathers-Day.

About Omaha Steaks

Omaha Steaks, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company that markets and distributes a wide variety of the finest quality USDA-approved, grain fed beef and other gourmet foods including seafood, pork, poultry, side dishes, appetizers, skillet and slow cooker meals and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

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