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**Trump Steaks** 

### Trump Steaks

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Trump Steaks was a brand of steak and other meats that was licensed by Donald Trump.<sup>[1]</sup> The brand was launched in May 2007 and was exclusively sold through The Sharper Image<sup>[2]</sup> and QVC.<sup>[3][4]</sup> Due to poor sales and a failure to live up to sales and product expectations, The Sharper Image discontinued the Trump Steaks product line in July 2007, just two months after its launch.

#### History [edit]

Donald Trump registered "Trump Steaks" as a U.S. trademark in August 2006. [5] Trump Steaks were launched on May 8, 2007, [citation needed] exclusively through The Sharper Image's catalog, stores, and website as part of a three-month trial period.<sup>[6]</sup> Later that month, Trump and some contestants from his reality television series *The Apprentice* attended an event at a Rockefeller Plaza Sharper Image store to promote the steaks.<sup>[7]</sup>

The meat was supplied by Buckhead Beef,<sup>[8]</sup> an Atlanta-based company<sup>[9]</sup> and subsidiary of Sysco.<sup>[8]</sup> Buckhead Beef also supplied meat to many of Trump's hotel-casino properties.<sup>[6]</sup> Burgers and sausages were also sold under the Trump Steaks name.<sup>[10]</sup> The steaks were USDA Angus certified<sup>[8]</sup> and came in four packages with prices ranging from \$199 (with two bone-in rib-eyes, two filet mignons and 12 burgers),<sup>[11]</sup> \$349, \$499, and \$999,<sup>[12]</sup> with the tagline of "The World's Greatest Steaks".[6] A Trump Steak Gift Card was also sold at a cost of \$1,037.[10] Trump Steaks was featured in a May 2007 Saturday Night Live episode that mocked the brand. [8][13]

Trump was featured on the cover of the June 2007 Sharper Image catalogue to promote Trump Steaks.[14] On June 5, 2007, Trump Steaks debuted on the QVC home shopping television channel, with Trump making an appearance on the network.<sup>[10]</sup> Trump Steaks (16) 6oz Certified Angus Beef Steakburgers were sold by QVC.[15]

THE HARPER Donald Trump in a promotional image for the steaks **Product type** Steaks, burgers, sausage **Owner Donald Trump United States** Country Introduced May 8, 2007 July 2007 (The **Discontinued** Sharper Image) August 2006 Registered as a trademark in **Tagline** "The World's Greatest Steaks" Website Official website

(archive) ∠

Trump Steaks were sold at The Sharper Image for two months before being discontinued. [16][17] According to Sharper Image CEO Jerry W. Levin, "The net of all that was we literally sold almost no steaks, if we sold \$50,000 of steaks grand total, I'd be surprised."[18] Advertisements featuring Trump's photo attracted customers to buy other products at the store.[16] Trump Steaks were discontinued at QVC around the same time as the Sharper Image discontinuation.<sup>[8]</sup> The Trump Steaks trademark was canceled in December 2014 according to a trademark search through the United States Patent and Trademark Office. [5]

#### 2007 reception [edit]

The New York Post conducted a blind taste test and compared Trump Steaks with mail-order porterhouses from Peter Luger Steak House and three New York City establishments. Trump Steaks earned a rating of 7.5 out of 10 (with the high cost of Trump Steaks noted), losing to \$35/lb (\$77/kg) mail-order porterhouses from Peter Luger with a rating of 9.5, but a higher rating than the Greenwich Village butcher and the Ottomanelli Brothers. [19][20] Tad's Steaks, [a] a cheap steak cafeteria, [22] received "This cow should be ashamed". [citation needed] The Associated Press and The Oklahoman wrote positive reviews of the steaks, but also noted the high price. [12][23] The Palm Beach Post panelists best rated the Angus-certified and prime-graded bone-in rib-eye against choice-graded bone-in rib-eyes and prime-graded Publix, [11] giving the steaks an "A" and writing "Trump isn't kidding. Our panelists could barely believe how flavorful and tender the 16-ounce [450 g] bone-in rib-eye was." However, the high price of the steaks was also noted (the others were \$9-\$16/lb or \$20-\$35/kg).[11] Gourmet opined, "these steaks are wholly mediocre". [24]

## 2016 U.S. presidential election [edit]

In August 2015, *Time* magazine included Trump Steaks on a list of Trump business failures.<sup>[14]</sup> In December 2015, during the 2016 U.S. presidential campaign, a super PAC supporting John Kasich produced an ad mocking Trump Steaks.<sup>[25]</sup> On February 10, 2016, the New York Daily News<sup>[26]</sup> included Trump Steaks on a list of Trump business failures. Steaks from West Palm Beach's Bush Brothers [citation needed] Provision Co.[27] were on display at Trump's Florida news conference celebrating his latest primary victories on March 8, 2016, during which Trump claimed them to be "Trump Steaks".[4] Trump-branded wine and water were also displayed, as an example of Trump's success in business. [28] Observers there noted the Trump-named steaks were produced by a butcher in West Palm Beach. [3] In March 2016, Vox noted that on QVC's website "reviews of Trump steaks were, um, mixed", [3] with more than half of the reviews negative (1 star to 2 stars). [29] In an interview with Anderson Cooper the following day, Trump said that he does not process the steaks but instead purchases them from local suppliers. [28] As of April 2016 the only place the steaks can still be purchased is at Trump's various properties.[16]

# Notes [edit]

a. ^ Attributed to multiple references<sup>[21]</sup>

#### See also [edit] List of things named after Donald Trump

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External links [edit]

- TRUMP STEAKS 

   on YouTube Commercial for The Sharper Image featuring Donald Trump
- Trump Steaks <a>™</a> Google Trends
- V•T•E

Categories: Assets owned by the Trump Organization | Brand name meats | Steak

**Businesses of Donald Trump** 

Defunct food and drink companies based in New York City | American companies established in 2007

Food and drink companies established in 2007 | Products introduced in 2007 Food and drink companies disestablished in 2014 | 2007 establishments in New York City

2014 disestablishments in New York City | Defunct food and drink companies of the United States Businesses of Donald Trump that went bankrupt

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