

STEAKHOUSE ELITE RAISES THE BAR ON THE BURGER AISLE WITH THREE PREMIUM KOBE-CRAFTED® BLENDS AND BOLD NEW PACKAGING

Brand introduces tiered Signature, Rancher's, and Reserve Blends - each built around Kobe-Crafted beef - now rolling out at major grocery retailers nationwide

BEND, OR, UNITED STATES, June 4, 2026 /EINPresswire.com/ -- [Steakhouse Elite](#), the premium burger brand redefining what shoppers expect from the meat case, today announced the national retail launch of its updated [Kobe-Crafted®](#) burger and ground beef line - a three-tier system of proprietary beef blends designed to deliver steakhouse-quality flavor at home. The line arrives in elevated new packaging that makes the premium difference unmistakable on shelf.



Steakhouse Elite Reserve Blend

At the center of each blend is Kobe-Crafted beef, prized for its exceptional marbling, richness, and depth of flavor. From there, Steakhouse Elite has crafted three distinct profiles built for different taste occasions:

“

Steakhouse Elite is the best burger you've ever that doesn't require a reservation.”

Ty Freeborn, President and Founder of Steakhouse Elite

- Signature Blend - A refined combination of beef and Wagyu, delivering consistent richness and superior juiciness in every bite.
- Rancher's Blend - Beef, Wagyu, and Beef Brisket come together for a bold, deeply savory burger with old-school

smokehouse character.

- Reserve Blend - The pinnacle of the line. Beef, Wagyu, and Prime Rib create an unmatched

eating experience reserved for those who refuse to settle.

The three-blend architecture gives shoppers a clear and compelling upgrade path - from everyday premium to special occasion indulgence - all within a single brand.

"We built Steakhouse Elite around one conviction: the best burger you've ever had shouldn't require a reservation," said Ty Freeborn, President and Founder of Steakhouse Elite. "These blends aren't just ground beef - they're crafted combinations of the finest cuts, designed to deliver a steakhouse experience every time you fire up the grill. The new packaging finally gives the product the stage it deserves."

The redesigned packaging reinforces the brand's premium positioning at every touchpoint. A bold, dark-background aesthetic signals quality instantly on shelf, while clear shopper-friendly callouts - including burger count, protein per serving, Gluten Free, and All Natural* status - make the purchase decision effortless. Each SKU is U.S. inspected and passed by the Department of Agriculture, and minimally processed with no artificial ingredients.

The Kobe-Crafted® line is available now at major grocery stores nationwide. For store locations, product information, and recipe inspiration, visit www.steakhouseelite.com.

About Steakhouse Elite

Steakhouse Elite is a premium beef brand on a mission to bring steakhouse-quality flavor to the everyday home cook. Built on a foundation of superior ingredient sourcing and proprietary blend craftsmanship, Steakhouse Elite products are available at major grocery retailers nationwide. Learn more at www.steakhouseelite.com.

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