

Highlights

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CAB® brand makes the pros

The *Certified Angus Beef*™ (CAB®) brand has found a home in professional basketball arenas and football stadiums.

The Utah Jazz opened its season in October with the CAB frankfurter's being served at seven gourmet stands throughout the Delta Center. Fans can enjoy a foot-long frank or a quarter-pound size. The brand is easily identifiable with the logo on vendors' hats, menu boards, carts and sandwich wrappers.

"Salt Lake City brings unique opportunities to develop consumer demand for the brand through diverse events, including the Utah Jazz games, the 2002 Olympic Winter Games and the city's selection as a target market for 2001," says Sarah Donohoe, assistant marketing director for Certified Angus Beef LLC (CAB). "A diversity of events, licensee promotions and media support is the foundation of our consumer awareness campaign in target markets, such as Salt Lake City."

In Nashville, Tenn., Titans fans can enjoy CAB brand Bubba Burger™ hamburgers at Adelphia Coliseum. Hats for vending staff and menu signs feature both the CAB and Bubba Burger logos. The CAB logo is promoted on staff aprons, sandwich wrappers and steak picks.

In addition, Bubba Burger hamburgers have been making an impression at colleges in the Southeast, such as the University of Georgia and the University of Mississippi.



CAB brand Bubba Burger™ hamburger

New sausages to savor

Aidells Sausage Co., the nation's leading provider of gourmet sausages, is teaming up with the CAB brand to debut its first all-beef product this month.

"I've always wanted to offer a flavorful beef sausage, and this new alliance with the *Certified Angus Beef* brand finally allows us to use the highest-quality beef in a surprising new way," says Chef Bruce Aidells, owner.



Aidells combined smoked CAB cuts with fresh mint and a blend of North African spices

to create the first variety, Mediterranean Beef Sausage. He says it's the first of what he expects to be a wide variety of beef sausages featuring CAB cuts, including roasted garlic and mustard seed and Bombay beef with fresh cilantro and East Indian spices.

As an innovator in the gourmet sausage category, Aidells has developed quite a following in grocer and foodservice outlets with 30 distinctive sausage varieties. The CAB sausages are expected to arrive in stores early this year.

Until then, information about the company is available at www.aidells.com. Aidells also offers a mail-order service at 1-877-AIDELLS.

Leading chef backs brand

World-renowned chef Wolfgang Puck is offering CAB items in 16 of his Wolfgang Puck Cafés. The casual restaurants feature American cuisine with gourmet flair and are located in some of America's most traveled destinations. Most restaurants are in California, but other locations include the MGM Grand in Las Vegas, the 16th Street Mall in Denver and the Disney Café in Florida.

Although other beef items may be found on the menu, the chain is featuring the CAB brand in its half-pound burger, bone-

CAB brand on training tables

The clock is ticking. With a little more than a year to go until the February 2002 Olympic Winter Games in Salt Lake City, U.S. athletes are fully into their training schedules at U.S. Olympic Training Centers. Fortunately, they have a wide selection of nutritious food

choices, including *Certified Angus Beef*™ (CAB®) entrées, to assist them with their physical and mental preparation.



OFFICIAL BRAND OF BEEF SUPPLIER OF THE 2002 OLYMPIC WINTER GAMES



The athletes have access to juicy, flavorful CAB pot roast, frankfurters, deli meats and barbecue. All four of these items will be supplied to the Salt Lake Organizing Committee (SLOC) for the 2002 Games.

CAB is the packaged beef supplier of the U.S. Olympic Team through 2004, so the items are likely to be on the training tables the next four years in Chula Vista, Calif.; Lake Placid, N.Y.; and Colorado Springs, Colo.

"It's exciting to supply our brand to the nation's top athletes during their training," says Deanna Scrimger, Olympic coordinator for Certified Angus Beef LLC (CAB). "The chefs at the training centers have been impressed with the quality of this product line. We've received many compliments on the consistency and diversity they provide when planning the menu."

in New York strip and filet mignon.

Look for specific locations on the Flavor Finder at www.2eatcab.com or call the tip line at 1-877-2-EAT-C-A-B.

A native of Austria, Puck is one of the young chefs who launched new trends in California cuisine by expertly blending fresh, local ingredients with classic French technique. He has published a number of cookbooks and has a line of retail products.

Cooking with Team USA

The 2000 International Culinary Olympics came to Erfurt, Germany, in October, and the CAB brand was on the menu with Team USA.


"The 2000 ACF (American Culinary Federation Inc.) national team performed at the highest level of any American national team since 1976," says Noel Cullen, associate professor of culinary arts at Boston

University. "These chefs' achievements in Erfurt attest to a slowly emerging worldwide recognition of and respect for the culinary creativity and skills of American professionals."

The ACF is the largest professional chefs' association in the country with approximately 25,000 members. Its certification process and master chef rank are among the most-sought-after by leading U.S. and international chefs.

The American team was the overall winner in the cold main course category. The team also earned a silver medal in the hot foods competition with its CAB entrée.

Beyond the Culinary Olympics, CAB is joining forces with the chefs to sponsor the Team USA cookbook. Featured recipes will include the award-winning Twice-Cooked Oxtail and Roasted CAB Tenderloin. The cookbook will be a must-have for members and a learning tool for chefs in training.

"The team's use of *Certified Angus Beef* tenderloin developed tremendous awareness among European chefs and team competitors. When the judges tasted it, all they could talk about was how great the beef was," says Michael Beriau, corporate chef for licensed distributor Dole & Bailey, Woburn, Mass., and assistant team manager. "When chefs see the cookbook and consider all the beef options available to them, Team USA's support of the *Certified Angus Beef* brand will make a huge impact in their decision-making process." 

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TOLL-FREE TIP LINE

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