

CERTIFIED ANGUS BEEF



CAB Adds 190 Jewels To Its Crown

by Keith Evans, Director of Communications and Public Relations

Branded fresh beef products will be the key to selling more beef in the future, many believe.

Chicago's Jewel Food Stores with 205 supermarkets is getting a jump on the future. They began selling trademarked Certified Angus Beef (CAB) in 190 of their stores in late November, and they have high hopes the program will increase both beef sales and customer satisfaction.

The Certified Angus Beef is offered as an alternative to Jewel's regular USDA Choice beef program, says Jim Svehla, vice president for meat and deli merchandising. Jewel is also using CAB as a replacement for USDA Prime in some 50 stores that carried it for their most quality-conscious customers.

"Jewel got on the CAB program because we have been very concerned about the decline in beef consumption," Svehla said. "We were convinced, based upon our experience with other meat products, that a branded beef product would improve sales. We also know that the USDA Choice grade isn't what it once was due to past grade changes," Svehla said. "Our store managers now say that CAB tastes like the old Choice."

With CAB Jewel got both a branded fresh beef product and a higher quality product. In fact, they report their previous Prime customers have taken enthusiastically to CAB. In the 50 stores that previously offered Prime, CAB has out-sold Prime.

Dick Krska, assistant manager at one of Jewel's markets that previously sold Prime, says customer satisfaction is excellent. "People love the CAB and they buy all that we put out."

Currently Jewel is selling about two semi-trailer truckloads of boxed CAB a week, and this occurred during the



This housewife is one of the early purchasers of Certified Angus Beef from a Chicagoland Jewel Food Store. Assisting her is assistant market manager Dick Krska. Jewel Food Stores Inc., with headquarters in suburban Melrose Park, Ill., began merchandising Certified Angus Beef in late November at 190 of their 205 markets. Sales during the Thanksgiving period ran two truckloads of boxed CAB per week and officials expect this to double by early 1986.

Thanksgiving holiday when fresh beef sales are at a traditional low because of the emphasis on turkeys. The people at Jewel figure this volume will soon double.

"We have to hand it to Angus breeders and members of the American Angus Assn. for maintaining beef quality in their breed of cattle and for supporting the Certified Angus Beef Program," Jim Svehla said.

What about the future? It looks bright for CAB and for consumers in the Jewel Food Stores trade area. Jewel has a strong beef and CAB merchandising program and are looking at ways for aging CAB a minimum of two weeks before it is cut and sold.



James L. Svehla (right) vice president of meat and deli merchandising for Jewel Food Stores, receives the Certified Angus Beef Tradition of Excellence award from Matthew Gordon, director of sales and marketing for the Bruss Co., of Chicago. Jewel, in late November, began selling Certified Angus Beef (CAB) at 190 of its supermarkets. The Bruss Co. is licensed CAB distributor in the Chicago area.

"With a quality product, a quality conscious food store like Jewel and a terrific merchandising program, we look for great things from this Jewel-Angus partnership," said Louis "Mick" Colvin, director of the Certified Angus Beef program for the American Angus Assn. "I have little doubt that Jewel can effectively merchandise about as much CAB product as we can now supply them," he concluded.

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