

# Highlights

- **Cargill-Alberta joins CAB**
- **Producer finds success**
- **Feedlot Licensing Program profile**

## Six markets targeted

This year, the *Certified Angus Beef*<sup>™</sup> (CAB<sup>®</sup>) brand message will reach consumers in a comprehensive effort to build awareness and loyalty. Certified Angus Beef LLC (CAB) will assist licensees in Charlotte, N.C.; Chicago, Ill.; Denver, Colo.; Vancouver, British Columbia; Salt Lake City, Utah; and Cleveland, Ohio, with samplings at local events and advertising.

"Shifting our focus toward consumer events gives consumers more possibilities for experiencing the brand and becoming believers," says Deb Leonard, CAB public relations director. "We want to make the *Certified Angus Beef* brand an upscale brand available to mainstream America and beyond."

Promotions will be centered on the brand's award-winning value-added products and its suppliership with the 2002 Olympic Winter Games. News features will be tied to the events and to seasonal recipe ideas. A sweepstakes offering a travel package to the Salt Lake Olympics is planned.

CAB staff met with retail and restaurant licensees in January to complete promotional planning calendars for the coming year.

## Steak & Ale savors the brand

The Steak & Ale chain, a division of the Metromedia Restaurant Group (MRG), is boosting its emphasis on the CAB brand. More than 100 restaurants have been offering a top sirloin steak for more than a year, but more CAB items may be appearing on the menus soon.

Strong sales and consumer interest have led the chain to test a complete offering of CAB cuts in Atlanta. More market tests are expected.

Additionally, a new Steak & Ale Tavern concept, which opened the first week of November in Plano, Texas, offers the feel of a neighborhood bar and grill and a full line of

CAB items. Initial sales results are on target with projections, and consumer reaction to the tavern has been overwhelmingly positive.

At a January training session for MRG's culinary staff, CAB presented information on brand specifications and new value-added products and offered samples.

Find a Steak & Ale near you on the Flavor Finder at [www.2eatcab.com](http://www.2eatcab.com) or call the toll-free Flavor Line at 1-877-2-EAT-C-A-B.

## Cargill-Alberta joins CAB

Cargill's plant in High River, Alberta, has begun working with the Canadian Food Inspection Agency and the Canadian Beef Grading Agency to identify and to certify carcasses meeting CAB standards. Cargill's is the second plant in Canada licensed by CAB, joining IBP's Lakeside plant.

With the quantity of Angus-type cattle in Canada, there is the potential for 7.3 million pounds (lb.) of Canadian-produced CAB products per year. U.S.-certified products still will augment the 15 million lb./year purchased by restaurant and retail licensees in that country.

## CAB<sup>®</sup> lights up D.C.

The tree came from Colorado, as did the chefs and the CAB brand steaks. On Dec. 12, the lighting of the nation's Christmas tree took center stage in Washington, D.C.

A dinner attended by 150 senators, congressmen and other dignitaries celebrated the occasion with CAB brand steaks. Four American Culinary Federation (ACF) chefs from Colorado planned and prepared the meal. Lombardi Bros. Meats, Denver, provided the beef for the Colorado-themed meal.

According to Joan Brewster, director of ACF Denver, compliments to the chefs on the meal were too numerous to mention. They received a standing ovation.

Guests took home the CAB steak knives

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## Global ties to consumers

Licensees in Japan and Canada have hosted cooking demonstrations to inform consumers about the brand and its great flavor. They're helping drive demand by encouraging consumers to adopt the *Certified Angus Beef*<sup>™</sup> (CAB<sup>®</sup>) brand for its taste satisfaction.

In Matsuyama, Japan, 80 women learned about the CAB brand at a December cooking school. Conducted in conjunction with licensee Nissin Gourmet Beef, Chef Yoshihiro Fujimoto explained preparation techniques for three entrées. Nissin representative Ko Sakai explained why the CAB brand is a flavorful alternative to domestic Wagyu.

The U.S. Meat Export Federation (USMEF) assisted in broadcasting the show to more than 400,000 area residents.

In Alberta, Canada, Save-On-Foods and Drugs in Lethbridge hosted two "Cooking in the West" shows in November. The first show featured heat-and-serve pot roast and barbecue beef; the second presented a roast recipe and steak-grilling techniques. Retail licensee Overwaitea Foods co-sponsored the shows that aired this fall and will air throughout summer 2001.

The show's host, Fay Braden, discussed the science behind the sizzle and Canadian production with the Save-On-Foods and Drugs representative.



Participants at the cooking school in Japan experience new cooking techniques and recipes with CAB cuts.

from their place settings and wore their new CAB Olympic pins. The brand also was identified on the menu and the program.

### Restaurant news

■ The Stockyards Inn, a licensed restaurant in Nashville, Tenn., was one of 68 restaurants earning the Distinguished Restaurants of North America (DiRoNA) Award in 2000. Since the award was established in 1992, just 729 restaurants have earned it. To qualify, a restaurant must have the same owner for three years and pass a rigorous 75-point evaluation. The anonymous, independent evaluation covers cuisine, beverages, service, environment, decor and physical property. If you know of a CAB

restaurant that deserves such an honor, please write to Harold Stayman, director of inspections for DiRoNA, at 205 Worth Ave., Palm Beach, FL 33480.

- Capi's Piatto, Panama City Beach, Fla., claimed top honors in a local cooking competition. With 13 restaurants entering seven categories, Chef Travis Herr's pepper-seared CAB tenderloin claimed first place. The restaurant also was rated the best in Bay County.
- A barbecue team involving Krause's Café in New Braunfels, Texas, competed in the "World Series of Barbecue Cookoffs," placing 25th among 400 teams. Glen Chandler credits his team's placing in the Kansas City Barbecue Society's cookoff to

the CAB brisket, secret seasonings and slow cooking. It was the team's first competition.

### Producer finds success

Cattelman and restaurateur Ken Found has a direct link to the breed and the brand. In October, AgVision Television interviewed Found to introduce Canadian CAB production to 2.25 million viewers in Ontario and 750,000 in the rest of Canada. He and CAB President Jim Riemann were on the Oct. 21 broadcast. The cable show can be seen on the station's Web site ([www.eharvest.com/agvisiontv](http://www.eharvest.com/agvisiontv)) and will be rebroadcast in April.

Commercial real estate is Found's main business concern, but it is not his first love. Angus cattle are. When rented farmland earned poor returns, Found decided to indulge his desire. He started a small Angus seedstock operation.

Last year, when a restaurant in a building he owned closed, he partnered with Frank Peters to establish Hobart's Bar & Steak House in Lindsay, Ontario. Peters became the managing partner, bringing extensive experience in restaurant management to the table. They decided to fill the empty niche in the community for a quality steak house with the CAB brand.

"We are in an area where Angus is not a dominant breed," Found explains. "I thought a good steak house was an excellent way to raise the profile of the breed and, in turn, help sell Angus seedstock."

Even though they knew the high quality standards of the CAB brand, they wanted to learn more. CAB's efforts to ensure that the product is genuine and the extensive marketing assistance impressed them. A warehouse of marketing materials, menu-design services and a specialized marketing manager made their job easier.

"We didn't have to think up all this stuff," Found says. "We said, 'The backup is here; let's use it.'"

"I am a big believer in brands," Peters explains. "As an independent, how do you get the instant credibility of a brand? We feel the *Certified Angus Beef* brand gives us that. It gives us the value of a franchise without being one."

"When we first opened, we thought there was a fuzzy image in the public's mind of Angus being a quality name," Found says. "Now we have people coming — most of our customers I believe — because we offer *Certified Angus Beef* cuts."

"There is immediate anticipation when

### Calling all cooks

The entries are rolling in for the Summer 2001 *Certified Angus Beef*™ Recipe Contest. They are due April 30 at [www.2eatcab.com](http://www.2eatcab.com). With this contest, in-home cooks are discovering creative uses for the brand and sharing them with others. Nearly 250 recipes have been submitted since the contest began in March 2000.

"A lot of the time, the recipes are new creations," says Marylynn Roe, consumer services manager. "They're also transforming traditional, family favorites to incorporate *Certified Angus Beef* cuts and heat-and-serve entrées."

With the autumn winning recipe, Mary Bayramian, Laguna Beach, Calif., helps solve the dinnertime dash. Her Yummy Beef and Cheese French Bread can be prepared easily with common ingredients in about 30 minutes. Combined with a crisp, green salad, this is a hearty, delicious meal.

For her award-winning efforts, Bayramian will receive four monthly deliveries of CAB steaks, burgers and convenience items.

Find out more information about the contest and the past winners at the CAB Web site. Entries may be faxed to Roe at (330) 345-0808.

### Yummy Beef and Cheese French Bread

#### Ingredients

- 1 lb. *Certified Angus Beef*™ ground beef
- ½ cup chopped onion
- 2 cloves garlic, finely minced
- 1 cup diced green pepper
- 1 cup sliced ripe olives
- 1 8-oz. jar salsa, mild or hot
- 1 tsp. chili powder
- 1 loaf bakery French bread
- ½ tsp. cumin
- 1 tsp. salt
- 2 cups shredded sharp cheddar cheese



#### Preparation

In a large pan, sauté beef until nearly cooked. Add onions, garlic and green pepper; continue cooking for another few minutes until beef is done and vegetables are tender.

Add remaining ingredients, except French bread, and mix thoroughly.

Slice French bread lengthwise and remove most of soft bread. Place French bread halves on baking sheet, and spoon filling into both halves.

Bake in a preheated 450° F oven for 15-20 minutes until crisp and bubbly. Remove from oven, and cut each half in six slices. Serve immediately. Yields 12 slices.

customers are aware we offer *Certified Angus Beef* cuts. They know they are going to have a better steak than the typical restaurant offers," Peters says. "It is really overwhelming. I have been in the business for my adult life, and I have never seen so much business from referral. Everyone seems to be saying, 'If you want a steak, go to Hobart's.'"

### Beefed-up restaurant services

As the new year began, CAB's Foodservice and International divisions were debuting several new services to increase restaurateur and consumer demand for the CAB brand.

The brand's menu-design service has grown to include ad design. The goal is to encourage restaurants to promote the brand

more often and to entice more customers to these establishments for great-tasting beef.

Additionally, new licensees now have a complete selection of resources they'll receive soon after licensing. An initial packet of information will

introduce them to available design and marketing services, provide tips on promoting the brand with proper trademark use, and suggest available advertising resources.

A few weeks later, these accounts will



## Feedlot Licensing Program profile

- 64 licensed feedlots in 18 states
- One-time capacity = 709,000 head
- Average one-time capacity = 11,000 head
- One-time capacity range = 100 to 70,000 head
- Annual marketings = 1.5 million head



Fig. 1: Licensed feedlots by capacity

Capacity	No. of feedlots	Capacity	No. of feedlots
<1,000	12	15,001–20,000	2
1,001–5,000	21	20,001–30,000	9
5,001–10,000	9	30,001–50,000	3
10,001–15,000	6	>50,000	2

Fig. 2: Licensed feedlots by state

State	No. of feedlots	Avg. capacity	State	No. of feedlots	Avg. capacity
Kansas	17	20,000	Wisconsin	2	750
Nebraska	12	8,300	Minnesota	1	2,000
Iowa	11	1,600	Missouri	1	2,000
Colorado	3	3,800	New Mexico	1	27,000
Texas	3	24,300	Oklahoma	1	14,000
Idaho	2	21,000	Pennsylvania	1	250
Illinois	2	600	South Dakota	1	4,000
Montana	2	8,000	Virginia	1	200
Ohio	2	1,300	Washington	1	57,000

receive a complete training kit to ignite staff interest in the brand. The kit gives waitstaff suggestive selling techniques and brand basics to help drive sales and resulting tips.

"The training resources hinge on industry reports that beef is the top menu selection among patrons," says Amanda Wydner, CAB restaurant specialist in foodservice. "If the waitstaff is talking about the great-tasting beef on the menu, beef sales should increase.

The restaurateur will be pleased, and the waitstaff will enjoy higher tips. Certainly, the combination of great food and excellent service will bring customers back again and again."

The training resources also will be offered to current licensees to re-energize their commitment to the brand.



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### SHIPPING DEPARTMENT

To order CAB merchandise, call  
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### TOLL-FREE FLAVOR LINE

1-877-2-EAT-C-A-B

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