



Brand News

► News and highlights from Certified Angus Beef LLC*

Beef still No. 1

Many restaurant operators responded to high beef costs earlier this winter by raising menu prices. Beef remained the favorite, however, as consumers cast their votes by spending dollars.

Claybrook Steakhouse in Atoka, Tenn., felt the effects of rising beef prices; but, owner Dave Turner says, customers still preferred beef. For example, when a church youth group dined there during the holidays, the teenagers had the choice of a chicken dinner for \$12.50 or a steak dinner for \$16. Turner reports that only three of the 26 young people chose chicken.

Turner says he raised steak prices by \$1, and business continued to soar.

The restaurant moves more than 18,000 pounds (lb.) of *Certified Angus Beef*® (CAB®) product each year and plans to increase that amount in 2004. Currently, Turner is focusing on corporate events. The



Dave Turner

licensed restaurant will soon have a new outdoor sign, sporting the Claybrook and CAB logos, to welcome corporate customers and promote the brand.

Plank Road Inn, a CAB-licensed restaurant in Farmington, Mo., took a different approach to address beef market conditions. The restaurant removed its signature CAB sirloin and ribeye items from the menu and replaced them with lower-cost, underutilized cuts.

Four new entrées include a CAB sizzling flat-iron steak breakfast, flat-iron sandwich, flat-iron steak dinner and beef tender dinner. Plank Road hopes to attract customers to its beef entrées by offering enticing prices that begin at \$9.95. It is also supporting its new menu features through an extensive radio campaign and menu insert.

“We haven’t seen the defection of people away from beef on the foodservice side,” Mark Polzer, CAB director of foodservice,

says. “When consumers go out they expect to see high-quality beef, and they continue to order it.”

New menu pairings to deflect high costs often include seafood and/or pasta. Polzer says common dishes use a 6- to 8-ounce (oz.) flat iron and pair it with a small piece of seafood, like cod, for a popular surf-and-turf dish. Polzer recently dined at an Ohio restaurant that featured a CAB flat iron with a handmade calzone and fresh pasta.

“The entrée was a huge moneymaker for this particular restaurant,” Polzer reports. “They invested about \$4 in the steak and maybe \$1 in the calzone. For a food cost of little more than \$5, they were able to sell the dish for \$27.95.”

Polzer says in the past, restaurants typically priced the menu as a percentage of total food cost. “A rule of thumb would be that food cost would be 33%-38% of total menu pricing. The problem with that approach is that the more expensive individual item drives disproportionately to higher menu prices.”

Restaurants should be more concerned with gross profit generated from each meal, Polzer says. “If restaurants increase menu price based on cost increase of the item, they will still realize the same gross profit as before. Beef entrées command a stronger pricing structure and have always provided higher gross profit,” he adds. “New opportunities like the flat iron and *teres major* shoulder tender are excellent menu alternatives at a lower price point.”

Côte De Boeuf With Black Olive Sauce

Serves 2

- 2 (12 oz.) *Certified Angus Beef*® ribeye steaks
- ½ cup clarified butter
- 1 Tbs. fresh butter
- 1 Tbs. shallots, minced
- 1 tsp. garlic, minced
- ½ cup white wine
- 1 cup veal demi-glacé
- ½ cup purée of black olives
- 1 cup unsalted butter
- Salt and pepper to taste

Garnish:

- Baby vegetables, cooked and seasoned
- Fresh herbs
- Sliced mushrooms



For the beef, season with salt and pepper. Sauté the ribeye steaks with clarified butter and cook until medium rare. Keep warm.

For the sauce, remove fat from the pan. Add 1 Tbs. of fresh butter, shallots and garlic. Cook for 1 minute. Add the white wine and reduce all the way to syrup. Add demi-glacé and reduce by half. Add the purée of black olives, and boil for 1 minute. Remove from heat, and add 1 cup of fresh butter, piece by piece. Do not boil the sauce again. Season to taste and pour the sauce over the steaks.

For the garnish, place vegetables, herbs and mushrooms around plates.

Board members elected

Bob Norton, president of Biozyme Inc., Saint Joseph, Mo., was elected chairman of the *Certified Angus Beef* LLC (CAB) Board of Directors at a December meeting at CAB headquarters in Wooster, Ohio. John Crouch, executive vice president of the American Angus Association, serves as vice chairman, Jim Riemann is president, and Richard Wilson is secretary-treasurer.

Cattlemen serving as members of the CAB Board are Minnie Lou Bradley, Memphis, Texas; Ben Eggers, Mexico, Mo.; Joe Elliott, Adams, Tenn.; Jot Hartley, Vinita, Okla.; Jay King, Rock Falls, Ill.; and Richard Tokach, Saint Anthony, N.D.

Every day tastes better

Since 1931, Giant Eagle Inc., a Pittsburgh, Pa.-based supermarket chain, has attempted to *Make every day taste better*® for customers. Ranked 22nd on *Forbes* magazine’s largest private corporations list, Giant Eagle has 124 corporate and 89

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.



November On-Target honorees^a

Gregory Feedlots Inc. was named Feedlot Partner of the Month for November 2003 by Certified Angus Beef LLC (CAB). "Gregory has shown a clear preference for feeding Angus cattle and collecting carcass data since the beginning of its partnership with CAB in 1998," says CAB feedlot specialist Paul Dykstra. "The company has also been a great participant in the National Angus Carcass Challenge (NACC), with seven groups of cattle enrolled for a combined total of 281 head in the 2003 contest."

Larry Flowers, of DM&M Feedlot, Cimarron, Kan., is the November Quality Assurance (QA) Officer of the Month. "Larry has been a big asset to DM&M Feedlot in the management of high-quality cattle," Dykstra says. "He does all of the sorting of cattle destined for a grid market and implements the technology that's used in the feedyard to keep individual cattle health and management records. Then he makes sure CAB gets the data needed for our combined best interests as partners."

Monthly awards are part of the Feedlot-Licensing Program (FLP) "Spotlight Award" series based on volume, quality, customer service and attention to detail. The FLP also honors partners that harvest 30-0 groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®)-acceptance rate and that are free of discount carcasses. Following is a summary of accomplishments from data reported in November.

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Hora Prime Beef	20	M	60.0	61.1	15.0
Hergert Feeding Co.	40	S	7.5	37.5	0.0
Gregory Feedlots Inc.	21*	M	61.9	33.3	0.0

Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Beller Feedlots	35*	H	68.6	54.3	0.0
Barton County Feeders Inc.	98	H	67.4	36.0	2.0
Hergert Feeding Co.	160	H	30.7	33.1	6.9
Beller Feedlots	46*	H	30.4	32.6	0.0
Boise Valley Feeders	172	H	59.9	31.7	0.6
MPK Land and Livestock LLC	32*	M	21.9	31.3	3.1
Schmitz Feedlot LLC	26	S	57.7	30.0	7.7
Johnston Feedlot	43*	H	18.6	27.9	0.0
Boise Valley Feeders	139	H	52.5	26.8	1.4

^aIn the On-Target "30-0" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate that are free of discount carcasses. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

^bH=heifers; M=mixed; S=steers.

*Indicates 100% CAB eligible. Acceptance rate figured on eligible portion.

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

independently owned stores in western Pennsylvania, Ohio, West Virginia and Maryland. It is one of the nation's largest food retailers and distributors, with more than \$4.4 billion in annual sales. The company has been a CAB partner since 1991.

In November 2002, Giant Eagle began offering CAB Prime in the full-service cases of 14 stores. By early 2003, it had expanded CAB Prime offerings to 100 stores. There are now 103 Giant Eagle stores offering CAB Prime Delmonico roast and steak, rib roast and steak, club steak, strip steak, top sirloin steak and a petite steak, in addition to CAB Choice items.

Because one of the grocer's hallmarks is making it convenient for people to enjoy exceptional flavor, it recently launched CAB-brand deli items in more than 200 stores. Products include CAB roast beef, corned beef, pastrami (whole muscle), and shingle packs of savory garlic roast beef, corned beef, pastrami and London broil products.

"We view the beef category as an opportunity for strategic growth within the deli department and recognize that *Certified Angus Beef*® products present a level of quality consistent with our promise of quality to customers," said Giant Eagle's Brian Frey, marketing assistant. "CAB products are well-known and present a high-quality perception in the minds of consumers. We have seen that brand awareness can have a positive influence on product consumption. It attracts non-deli shoppers or converts current shoppers."

Steaks and more

Throughout the past several years, approximately 270 lb. of meat per qualifying carcass has been sold from the packer as CAB-brand product. Innovative new beef items help use more of each branded carcass by utilizing "new" cuts. This allows the packer to return more profits from qualifying cattle to producers.

New processing technologies make useful cuts out of some muscles that would otherwise be destined for ground beef. This doesn't mean adding a bunch of fillers and artificial ingredients to mask quality problems, but rather knowing the muscle attributes and handling each muscle properly to make it perform.

CAB's Value-Added Products Division continues to add diverse products to the CAB product line while increasing volume of existing successful products. Since the division was created in 1994, pounds sold as CAB value-added products have increased rapidly. Volume for fiscal year (FY) 2003 stood at 12.75 million lb., up 19.7% from

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To order CAB merchandise, call 1-800-725-0070 or fax (330) 345-0803.

TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information.

1-877-2-EAT-CAB

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2002. Throughout the last decade and in the years ahead, the brand's goal is to continue to develop the highest-quality convenience items on the market under the CAB brand.

Grillin' in the end zone

Meijer stores and CAB recently teamed up in Detroit, Mich., for a Detroit Lions football promotion. The program kicked off with an in-store offer — buy any Detroit Lions licensed apparel and get 25% off CAB product.

Radio promotions and on-air contests fueled the festivities. WCSX FM gave away 50 tickets to a December 2003 Lions game, including passes to the pregame party

hosted by Meijer. One of the winners received the grand prize — eight additional tickets with preparty passes, tickets to the postgame party at CAB-licensed Tom's Oyster Bar, and a Porta-Chef Grill courtesy of Broil King®.

The promotion encouraged Lion's fans to purchase CAB product and simultaneously spread brand awareness throughout the Detroit market.

Straight to the heart

Valentine's Day is a time for heartfelt sentiment, and consumers visiting www.certifiedangusbeef.com this month will find seasonal recipes and inspiring ideas

from CAB Corporate Chef Dianna Stoffer and home economist Sarah Donohoe. The Web site provides useful cooking and preparation tips and entertaining ideas year-round, but it will undergo seasonal and holiday enhancements throughout 2004.

A special section featuring Stoffer will include a beef question-and-answer section, recipes from the chef and advice for aspiring cooks. Periodically, an entire meal plan and recipe section will be available. By offering a more personalized approach to the site's "Food & Fun" section, CAB hopes to offer consumers a complete package with high-quality beef at center stage.

