

In Challenging Times, You Rely on Friends

Certified Angus Beef® brand launches #RestaurantChallenge to help restaurants survive lingering pandemic effects.

by Nicole Erceg, Certified Angus Beef LLC

Long days and late nights. Some hours filled with chaos, others with smiles, all tasks completed in service to others. This life is not meant for the faint of heart, only for those powered by a deeper calling and passionate drive.

1 in 6 restaurants have permanently closed since March 2020.

It's the restaurant business.

A lot like ranching, people don't answer the call because the going is easy. Hope may be on the horizon in 2021, but for those in the trenches, it feels like praying for rain in a long-term drought.

"A lot of restaurants are still barely holding on, just trying to get through this," says Josh Moore, executive chef at Volare in Louisville, Ky. "It's difficult, and I think a lot

of restaurateurs choose to not talk about it, but they're burdened with the stress of if they are going to be able to hang on for another couple months."

Data from the National Restaurant Association shows one in six restaurants

have already closed, and the next few months are critical for those continuing to operate.

The key to survival? The type of support only a good neighbor knows how to provide.

To inspire and build support for businesses that hold the key to demand for quality cattle, the Certified Angus Beef® brand (CAB) launched #RestaurantChallenge.

Celebrating special moments,



Josh Moore, Executive Chef at Volare

highlighting hardship and incentivizing dining, this campaign challenges all to support restaurants. Grab takeout, dine in at a favorite steakhouse (if that's an option), buy gift cards and share favorite



“It’s up to all of us to step up to support these places so that we can continue to celebrate life’s moments and keep local businesses alive.”
— Deanna Walenciak

memories on social media with the hashtag: #RestaurantChallenge.

These actions — and small acts of kindness like tipping big, leaving a five-star review or sharing social media posts — all add up.


Maybe it’s a small thing, but tagging a favorite CAB restaurant could mean extra dollars helping the staff at a favorite local spot. Each week during the course of the campaign, the brand will select from nominated restaurants to receive \$2,500.

“Rare moments and memories are made in our favorite places to dine,” says Deanna Walenciak, CAB vice president of brand marketing. “It’s up to all of us to step up to support these places so that we can continue to celebrate life’s moments and keep local businesses alive.”

In challenging times, a little help goes a long way. If there’s anyone who knows how to do a lot with a little, it’s ranchers.

It might seem like a tall task to help restaurants nationwide survive, and nobody can do it alone. However, But activating the beef community from gate to plate can be the catalyst that sees some restaurants with dining rooms full again.

Learn more and get involved at <https://challenge.certifiedangusbeef.com>.

It might just create some of that good news everyone’s been craving. 



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