

Highlights

- Licensees compete for NCBA title
- Frankfurters on the Olympic menu
- Sales of easy entrées soar

Licensees compete for NCBA title

Four licensed processors are competing for \$250,000 in prizes in the "Best New Beef Product — 2000" competition sponsored by the National Cattleman's Beef Association (NCBA). The companies submitted a total of seven *Certified Angus Beef*™ entrées.

RMH Foods, Morton, Ill., entered its Bourbon Street steak and its meat loaf as retail products. It also entered the meat loaf for foodservice. RMH Foods' heat-and-serve pot roast and prime rib *au jus* were two of the five finalists in the 1998 competition.



Certified Angus Beef™ Plated Meat Loaf

From Ames, Iowa, W&G Marketing entered its shredded barbecue beef for both retail and foodservice categories. This shredded beef will be served at the 2002 Olympic Winter Games in Salt Lake City, Utah.

Two frozen *Certified Angus Beef* patties were also entered in the competition. Eaves Foods, Elberton, Ga., entered its Bubba Burger patties, and Holten Meat, Sauget, Ill., entered its patties.

Winners in retail, foodservice, small-company products, most commercially promising and grand champion will be named at NCBA's summer meeting in

August. NCBA reports 37 companies submitted a total of 97 entries. Watch future issues for updates.

Online grocers to sell brand

Online grocers soon will be offering the *Certified Angus Beef* brand to Internet surfers. The CAB Program has been keeping an eye on this developing opportunity to reach consumers who rely on brand names for their online purchases.

Marylynn Roe, consumer services manger, is heading up the effort. She reports the CAB Program is entertaining several of the hottest sites. The first licensee could come on board as early as May 1, soon after licensing policies and guidelines are in place.

The CAB Program's links to some of the best sites will help assure the brand's position as the industry leader, even in the computer age.

Frankfurters on the Olympic menu

The CAB Program joined the team of U.S. Olympic suppliers as the official branded beef supplier for the 2002 Olympic and Paralympic Winter Games. The frankfurter is one of the *Certified Angus Beef* products chosen by the 2002 Olympic foodservice division.

"Rather than just serving any hot dog, we decided we would focus on the highest quality we could find," says Don Pritchard, Salt Lake Organizing Committee (SLOC) director of food services. "Part of our commitment was to redefine what the American hot dog could be. The *Certified Angus Beef* frankfurter — made with quality cuts of beef, an old-world style and full flavor profile — is in another category from what is commonly thought of as the American hot dog."

The frankfurter is produced in Milwaukee's German community by sausage-maker Fred Usinger. As a proud CAB Program licensee, Usinger combines 120 years of tradition and commitment to

Designers thrill restaurateurs with menus

Positive feedback is rolling in for the Certified Angus Beef (CAB) Program's Menu Design Service. Restaurant owners have been thrilled with the custom designs that fit each establishment's style and help clearly promote the *Certified Angus Beef*™ brand.

Don Irvine, owner of the Multi-Sports Complex in Albion, N.Y., says, "I love the menus. You are right on the mark with what I had in mind. I can't wait



until they are printed and ready to go." Irvine has two restaurants under the same roof and says both menu designs were

exactly what he envisioned.

In addition to menus, the design service creates custom logos and table tents for licensed restaurants. A restaurant owner in Puerto Rico liked the menu and logo design so much that he started using it on matchbook covers, napkins and the outside awning.

"It's wonderful to be able to 'read their minds' when you've never even seen their establishments," says Kathy Garrett, menu design specialist, "not to mention the added bonus of getting the trademark used correctly for them, as well."

The Menu Design Service began in 1998 as a method of increasing proper trademark use on licensee menus. More than 343 menus have been completed since.

quality with its distinct flavor profile.

"By combining the natural goodness of the high-quality *Certified Angus Beef* cuts with our sausage-making skills, we are able to produce one of America's finest beef products," says Jon Gabe, vice president of sales and marketing at Usinger.

"Our success comes from perfecting techniques that have worked so well for so long. We use freshly ground garlic and natural spices. Then we take the time to hang the frankfurters in a smokehouse with a real hardwood fire and allow the smoke to waft over them. Very few places still do this."

The company has been producing the *Certified Angus Beef* frankfurter since March

**Certified Angus Beef™
Frankfurter with Fruit**



1995. For purchasing information, consult the Web site at www.2eatcab.com or call the tip line at 1-877-2-EAT-CAB.

Easy-entrée sales soar

Some licensed retailers report as much as 120% increases in sales of their *Certified Angus Beef* heat-and-serve entrées compared to a year ago. Across the country, they've been stepping up promotional efforts for these items that satisfy consumer needs for a tasty beef entrée in a hurry.

In Denver, Colo., King Soopers completed in-store samplings for RMH Foods' Quick-N-Easy™ pot roast and Bourbon Street steak. The 83-store chain carries *Certified Angus Beef* roast beef, corned beef and pastrami in the deli. The store also offers the frankfurters.

Raley's, which has 127 stores in California, New Mexico and Nevada, conducted in-store demonstrations for the shredded barbecue beef by W&G Marketing. Recipe cards for a barbecue beef wrap offered additional serving suggestions to shoppers.

Albertson's Great Plains Division teamed up with the Oklahoma, Nebraska, Iowa, Kansas and Missouri state beef councils for in-store samplings of the RMH Foods pot roast. Demonstrators in the chain's 54 stores encouraged shoppers to try the Rosemary Mango Beef Biscuits at the March 11 samplings.

In Alberta, Canada, Save-On-Foods sampled the RMH Foods pot roast at the March 4-5 Women's Fair, where 20,000 attended. Those stopping by the booth received *Certified Angus Beef* tip-line cards stamped with a "buy one, get one half price" promotion offered by the store.

Since offering the brand in all 83 stores in November, Food City began carrying the RMH Foods pot roast and meat loaf. Its stores are located in Kentucky, Tennessee and Virginia.

Other stores are also offering these convenient, tasty meal solutions. Enhancements in the Program's product-tracking system will help staff better identify store locations by midsummer to share with those calling the toll-free tip line.

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TOLL-FREE TIP LINE

1-877-2-EAT-CAB

CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

Steve Brooks, *chairman*; Dick Spader, *vice*

chairman; Jim Riemann, *president*; Leroy

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Lowell Minert, Bud Smith, Arnie Hein

Summer sizzlers tempt beef lovers

Two sizzling summer recipes and grilling tips invite food editors and their readers to add some pizzazz to their summer menus. The information will be test-marketed as a consumer newsletter in the 10 Buehler's Food Markets, which are based in Wooster, Ohio.

The seasonal feature provides recipes for Dijon Flank Steak and Sirloin Peach Salad. The copy suggests a Western theme for the flank steak with grilled corn on the cob. Theme suggestions include setting the table with a checkered tablecloth and a wildflower arrangement placed in a vase inside a cowboy boot.

There's also information about new quick-read thermometers that help ensure proper cooking temperatures at a minimal cost. A pack of 12-18 averages \$2.50 in grocery and kitchen stores. The thermometers use color changes to indicate temperature levels for steaks, burgers, meat loaves or roasts.

Refer to the Certified Angus Beef (CAB) Program's consumer Web site at www.2eatcab.com or call 1-877-2-EAT-CAB for more recipes, serving suggestions and information about the quick-read sensors.



Dijon Flank Steak

Dijon Flank Steak

1½ lbs. *Certified Angus Beef*™ flank steak

4 oz. Dijon mustard

Fresh ground pepper

Rub Dijon mustard all over the flank steak. Marinate in a refrigerator for six to eight hours. Coat both sides of the steak with fresh ground pepper before grilling. Grill six to eight minutes per side or to desired degree of doneness. Slice diagonally across the grain.

Serves six.

New video entices consumers

A new video, titled *Tributes to Taste*, may tempt consumers in retail stores and at trade shows to adopt the *Certified Angus Beef* brand. The video celebrates this juicy, flavorful beef brand with testimonials from consumers, meat managers and chefs. The "slice-of-life" interviews leave viewers hungry for the brand.

Staff and licensees continue to identify

more venues for the video, including food shows, product samplings, cooking schools and CAB Program staff recruitment.

Staff news

Jody Nordyke is the new assistant director of the International Division. The former retail specialist hails from Las Cruces, N.M., with experience in retail

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operations and extensive knowledge of Japan's beef industry.

"I look forward to building relationships with licensees around the world," she says. "I am excited about experiencing the different cultures. Hopefully that will allow me to understand how the brand can best meet consumer needs in vastly diverse markets."

Nordyke earned a bachelor's degree in animal science from New Mexico State

University. She continued her studies at Washington State University where she earned a master's degree in meat science, focusing her research on Japan's Wagyu beef. She also studied Japanese culture and language.

Clint Walenciak became assistant director in the Packing Division. His lifetime interest in the beef industry and master's research on electronic beef grading led him to this position.

"I have an inherent interest in the packing industry," he explains. "This part of the business really appeals to me. I became

involved in meat judging in the eighth grade, judged in high school and coached at Oklahoma State University. I have been heavily involved through research and data collection."

This Lenapah, Okla., native is scheduled to receive his master's degree in meat science this spring from Oklahoma State. He also earned his bachelor's degree in animal science there.

Deanna Scrimger has been named coordinator of the Program's responsibilities as official branded beef supplier for the 2002 Olympic Winter Games and official supplier of packaged and processed beef for the 2000, 2002 and 2004 U.S. Olympic teams.

"We want to make sure we are a true Olympic partner promoting the spirit of the Games," Scrimger says. "I will be exploring opportunities for the brand's involvement and offer support of the Games and athletes through the suppliership." Her other duties include coordinating Program and licensee efforts to promote the Games through the suppliership.

A Michigan native, she earned a bachelor's degree from Michigan State University in animal science with a specialization in agricultural and natural resource communications. Scrimger joined the staff in 1996 as a foodservice assistant. She was promoted to assistant director of the Food Service Division in 1999.

She pursues her interests as a freelance photographer and agricultural feature writer and is a committee member for the Ohio Beef Expo Junior Show.

Bob Zerrer joined the Program as a foodservice specialist to assist distributors with sales training, licensing inquires and other needs. The Wooster, Ohio, native brings experience in foodservice distribution, sales and accounting to this role.

"This is an opportunity for me to use my foodservice skills," Zerrer says. "We help our distributors and restaurateurs provide consumers with great beef every time they want it. They can pick a *Certified Angus Beef* brand entrée from the menu with confidence."

Zerrer secured a degree in accounting from Franklin University in Columbus, Ohio. In the Ohio National Guard, he's earned the rank of sergeant first class through 16 years of service.

He makes his home in Wooster with his wife, Lee, and their children, Nina, Anthony and Amanda. Zerrer enjoys time with family and sports.

