



AMERICA'S FAVORITE

Certified Angus Beef Program STRIKES GOLD

On an early morning Pittsburgh airport shuttle, the driver asked where four passengers were destined. When two said Monroeville, Pa., the driver informed them

of a great restaurant there called the Gold Rush. He said the filet mignon sandwich was excellent.

To Gold Rush co-owner Bob Buczkowski, one of the two passengers headed for

Monroeville, it was an indication of the restaurant's widespread success.

Established in 1984, this 93-seat lounge and steakhouse became licensed to promote Certified Angus Beef™

product in March 1992.

"The restaurant's reputation is because of Certified Angus Beef product," explains Buczkowski. "People come in asking for it."

The Gold Rush's steak business has increased 66 percent since it began offering Certified Angus Beef product. Buczkowski says this increase has not affected pasta or seafood sales. The 200-300 additional dinners served per week are attributed to the popularity of Certified Angus Beef product.

Buczkowski first became aware of Certified Angus Beef product on a trip to Arizona where a newspaper article highlighted a local steakhouse and proclaimed Certified Angus Beef product as the only comparable steak. He then started testing product for the restaurant.

He later initiated a license agreement through J & J Food Service to promote Certified Angus Beef product using the Association's federally registered mark. For this distributor-restaurateur duo, the relationship has been positive and produces steadily increasing sales.



(left) Gold Rush co-owners, Bob and Bucky Buczkowski, say the restaurant's outstanding reputation can be attributed to Certified Angus Beef product.



Just over a year ago, Buczkowski sold only 20 sirloin steaks a week. Today 150 steaks are sold weekly for the restaurant's "Gold Rush Feature Steak."

"They've been a great help to me," Buczkowski says about his relationship with J & J Food Service and its representatives. Although he receives deliveries five days a week from this supplier, he can call on Sunday after strong Saturday night sales to increase his order for Monday.

Harry George, J & J Food Service sales manager, says the Gold Rush does an overwhelming job of promoting the product. "I have no other account showing that much commitment on the menu," he adds.

The Gold Rush menu

features seven uses of the CAB Program's registered mark. While some might call it overkill, George carries a Gold Rush menu to share with all prospective CAB Program licensed restaurants.

"Anytime a distributor works with an account like this one, it will help get the product into other accounts," George adds.

Buczkowski also uses the restaurant's sign board to declare the Gold Rush as Monroeville's only restaurant serving Certified Angus Beef product. He advertises in the local newspaper and "Pittsburgh Post Gazette," as well.

Word-of-mouth advertising, like the airport shuttle driver, is this restaurant's best advertising

tool. Other attributes of the Gold Rush are its friendly atmosphere and timely elegance. Although Buczkowski owned and operated two restaurants previously, he has collected items for use in the Gold Rush for some time.

The Gold Rush decor features century-old Victorian antiques with unique histories and places of origin. A hand-carved bar with gold trim and a black and white hexagonal floor came from the Wagner Tea Room in Charleroi, Pa., a well-known ice cream parlor and bakery during the early 1900s.

The mahogany main bar is supported by an imported Italian marble base accented with gold brass rails. In addition, authentic Tiffany lanterns reflect off wall

mirrors trimmed in 24-carat gold. The booths came from Yugoslavia and Poland, and a skylight came from a Boston schoolhouse.

For a unique and enjoyable dining experience, the Gold Rush has much to offer. It is an excellent example of a food service establishment which has aggressively taken advantage of the Certified Angus Beef product marketing edge.

The next time you're traveling don't be afraid to ask the locals or the CAB Program staff about the location of licensed CAB restaurants near your destination. You just might find a gold mine!

— *Crystal Jones-Meier*
CAB Program communications

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The Gold Rush's beautiful setting, featuring century-old Victorian antiques, provides patrons an enjoyable dining atmosphere