

Highlights

- Boston, Saint Louis debut new campaign elements
- Promotions spur tip-line calls
- Licensees recognized for excellence

CAB® items snag NCBA finalist slots

Six of the 27 finalists in the National Cattlemen's Beef Association (NCBA) "Best New Beef Product – 2000" competition feature *Certified Angus Beef™* (CAB) cuts.

In the category for small companies, four of the nine finalists are CAB entrées. They are the meat loaf and Bourbon Street™ sirloin steaks by RMH Foods, Morton, Ill.; the barbecue beef by W&G Marketing, Ames, Iowa; and the Bubba Burger™ patties by Eaves Foods, Elberton, Ga.

The two CAB finalists in foodservice are the barbecue beef by W&G Marketing and the heat-and-serve meat loaf by RMH Foods.

"This recognition, combined with our selection as the official branded-beef supplier to the 2002 Winter Olympic Games, serves as testimony to the quality of our products," says Brett Erickson, the new director of value-added products for Certified Angus Beef (CAB) LLC.

"Tremendous potential continues to evolve for these items both in restaurant kitchens and for consumers on the go. We appreciate this opportunity to showcase our value-added products. We are extremely proud of the partnerships we share with our processors."

Award winners will be named in August at the summer meeting of the NCBA in Denver. In addition to an overall grand champion, the selection committee will name the top foodservice product, top retail



Barbecue beef by W&G Marketing

product, most promising product and the top product produced by a small company. A total of 93 entries were entered in the competition.

Boston, Saint Louis debut new campaign elements

The *Life can't have too much flavor®* brand-building campaign will take on a new look in the Boston and Saint Louis markets from June through August. The "What vegetarians eat when they cheat" headline brings a twist of humor to the enhanced steak photograph and larger shield logo.

"We're building on the attitude of the initial campaign and emphasizing the great flavor of *Certified Angus Beef* cuts," says Sarah Donohoe, assistant director of the Marketing Services Division. "The ability to make people chuckle at its outrageousness is an added bonus."

In Boston the brand will be featured



on billboards, in advertisements and in regional versions of monthly magazines, such as *Country Living*, *Bon Appétit* and *Classic American Home*. Additional support for the campaign will come from radio advertising and metro-traffic-report sponsorships. Licensed retailer Stop & Shop, which has 208 stores in the region, will feature the beef in its circulars. This is the second year Stop & Shop has participated in the campaign.

In Saint Louis, campaign components will include advertising in regional versions of monthly home-and-garden magazines, as well as weekly advertising in regional versions of *U.S. News & World Report*, *Time* and *Newsweek*. Radio advertisements will feature Schnucks, which has 90 stores in the region.

Plans are underway to introduce the

New items attract Certified Clyde followers

Certified Clyde™, the *Certified Angus Beef™* (CAB) brand's mascot, has gathered quite a following. His coast-to-coast travels and popularity among youngsters have led to the creation of activity books, coloring sheets and



stickers for licensees to use during his visits.

The latest addition is a silk-screened Certified Clyde wooden keepsake (4 inches tall) by FJ Designs, maker of The Cat's

Meow Village™ collectibles. Each Clyde collectible costs \$10, plus shipping and handling, with \$4.50 of the proceeds being a tax-deductible contribution to the Louis M. "Mick" Colvin Scholarship Fund.

To purchase your Certified Clyde, contact the CAB shipping department at 1-800-725-0070 or consult www.2eatcab.com. Look for Certified Clyde at the National Junior Angus Show (NJAS) July 10-15 in Des Moines, Iowa.

campaign into Houston where the Tom Thumb and Randalls chains are located; Akron, Ohio, in conjunction with the Acme stores; and Wooster, Ohio, with Buehler Food Markets. In East Helena, Mont., Heritage Foods is working with its distributor, Independent Meat Co., to feature the campaign in May through September advertising in the *Helena Independent Record*.

The campaign began in 1998 to build consumer interest and awareness in the brand.

Promotions spur tip-line calls

Consumer calls to the tip line are rolling in from Texas and Vancouver, British Columbia, in conjunction with licensee and CAB promotions. Nearly half of the calls were from these locales in March.

In Texas the number is listed in Tom Thumb and Randalls weekly circulars. Texas has topped the charts in number of calls each month since these stores began offering the service to their customers in late 1999.

March and April 2000 promotions in Vancouver helped spur calls, bringing that city to the top of the list. The tip line had

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Sun Run refines Vancouver campaign

Since February, excitement had been building for the *Certified Angus Beef*[™] (CAB) brand in Vancouver, British Columbia. The *Life can't have too much flavor*[®] brand-building campaign led to the April 16 Sun Run, where it was the official beef of this five-day event. Nearly 44,000 runners, joggers, walkers and rollers participated in the 10-kilometer run. Additional fans and family members stormed downtown Vancouver for the three-day fair before the race and the celebration day afterward.

Certified Angus Beef (CAB) LLC employee David Livingston surpassed his personal goal of finishing in 38 minutes with a time of 37 minutes, 17 seconds. His performance earned him 156th place among 43,986 entrants in North America's third-largest 10-kilometer run.

At the fair 2,000 people stopped at the CAB trade-show booth to sample heat-and-serve barbecue beef and pot roast. They had heard about it or seen it at stores and wanted to know more. After trying the heat-and-serve entrées, most indicated

interest in future purchases.

Attendees could sample the products at licensed grocery stores during the fair. Stores reported high sales of these items. In downtown Vancouver, the trendy Urban Fare store reported selling 90% of its pot roasts in just three hours of samplings. Back at the Sun Run fair, children and the young at heart enjoyed browsing through the Web site at the trade-show booth. They also tried their luck at the new Clyde Slide game, earning prizes for their efforts. Certified Clyde[™] visited the booth, and on race day he cheered on the children 12 and under in the mini Sun Run.

Billboard, radio and print advertisements ran in the Vancouver market through May 27. The *Life can't have too much flavor* campaign tied the advertisements to the race sponsorship and led consumers to licensed restaurants and grocery stores. The campaign's strength can be attributed to the enthusiasm and commitment of Vancouver licensees.



Youngsters enjoyed visiting with Certified Clyde[™] during the Vancouver Sun Run.



At the interactive trade-show booth, people played the Clyde Slide game, surfed the www.2eatcab.com Web site and sampled the beef.



Certified Angus Beef (CAB) LLC employee David Livingston exceeded his 38-minute goal for finishing the 10-kilometer race.

been promoted in print and billboard promotions featuring the *Life can't have too much flavor* slogan and during the 10-kilometer Sun Run sponsorship.

"The tip line has become a great way for licensees to service their customers' information needs," says Marylynn Roe, manager of consumer services. "Callers want recipe ideas and cooking tips for the *Certified Angus Beef* cuts featured in advertisements."

There's also growing interest in securing restaurant and grocery-store locations for purchasing the brand, which is evidenced by e-mail and Web-site inquiries.

Rindge claims merchandising title

John Rindge, sales representative at Dole and Bailey, Woburn, Mass., claimed top honors in the first merchandising contest at the February CAB specialist seminar in Napa Valley, Calif.



John Rindge demonstrates his winning menu ideas for the shoulder clod at the specialist seminar.

Rindge's recipe ideas for shoulder clod, a cut not often used by restaurateurs, can help them to lower food costs. By giving restaurateurs alternative menu ideas, the distributor avoids grinding this item and maximizes demand for beef from the entire carcass.

"The ability of sales representatives to add value by presenting menu solutions to operators is a vital strength behind the

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Certified Angus Beef brand,” says Bill Wylie, assistant director of the Food Service Division.

Kevin Bethay and Craig Furnia of Alliant Food Service/City Meat, Phoenix, Ariz., also were finalists in the competition. Their recipe featured a short plate marinated in juniper berries and balsamic vinegar.

Savage named specialist of the year

Jeff Savage of Malcolm Meats, Northwood, Ohio, has been named the foodservice 1999 Specialist of the Year. He received the award at the annual CAB specialist seminar in Napa Valley, Calif., Feb. 3-5.

Savage was chosen for demonstrating exceptional dedication to increasing consumer awareness of the CAB brand. By using marketing resources available to licensees, Savage assisted 92 licensed



Executive Director Jim Riemann congratulates Jeff Savage, the 1999 Specialist of the Year.

restaurants with their branded-beef promotions. His cooperative spirit and outstanding effort resulted in Malcolm Meats' CAB product sales rising 34% during the second half of 1999. **AJ**

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For recipe ideas, cooking tips and store/restaurant locations, call 1-877-2-EAT-C-A-B

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