

# Highlights

- Recipes sprint for editorial coverage
- Intern studies shape brand's future
- Angus University offers practical science for practical people

## Ontario eatery triumphs in restaurant contest

New Marconi Restaurant claimed top honors in the 2000 *Certified Angus Beef*<sup>™</sup> (CAB®) Canadian Restaurant Contest. This small restaurant in Sault Sainte Marie, Ontario, is big on its dedication to the CAB brand, so there's no wonder the staff put heart into the competition. Marianne MacArthur, chef and manager, encouraged the team by suggesting they offer customers the "most flavorful, tender and juicy beef available in Canada."

Their efforts paid off in increased brand awareness and employee rewards. Patti Pezzutto sold the most ounces of beef per hours worked for the two-week contest, earning her the grand prize of cash and Ticketmaster gift certificates valued at \$1,500 (U.S.).

"Patti consistently promoted the *Certified Angus Beef* brand to all of her customers," MacArthur said at a May 13 event attended by the mayor and local media.

"The winning restaurant was selected by a random drawing, but we couldn't have handpicked a more committed, enthusiastic group," said Matthew Cleveland, CAB's contest coordinator. "Patti had numerous



**Patti Pezzutto receives her \$1,500 prize in the 2000 Canadian Restaurant Contest from Jody Nordyke, assistant director of the Certified Angus Beef LLC (CAB) International Division.**

stories about how suggestive selling increased brand awareness among her customers."

There were 60 restaurants across Canada focused on the brand through the restaurant contest. An award was presented to a staff member in five other restaurants for their team spirit in driving sales and brand awareness.

## CAB® brand seals basketball bet

When Oklahoma State University played Iowa State University in February, the states' governors placed a friendly bet of 1 pound (lb.) of beef or pork per point difference. Oklahoma Gov. Frank Keating wagered beef, and Iowa Gov. Thomas Vilsack wagered pork.

When Iowa State won the game by 12 points, Vilsack no longer needed to ask, "Where's the beef?" He received 12, 16-ounce CAB steaks from Oklahoma's governor. Now that's putting your money where your mouth is!

This friendly wager garnered publicity for both governors and the CAB brand in local newspapers.

## New Yorker wins first recipe contest

Donna Ruhland, a registered nurse from Cheektowaga, N.Y., won her first baking contest in 1998. She thought it was luck, but two years later, she lays claim to eight contest titles. Her latest triumph was the first *Certified Angus Beef* seasonal recipe contest.

Ruhland's Sassy Spring Steaks recipe (see page 87) calls for a quick 15-minute marinade using the unusual combination of red wine vinegar and lime. "It is my own concoction, and I use it with other cuts of meat," she says. "But when I saw the contest, it said to use my favorite cut of meat. I used rib (steaks)."

The recipe is a family favorite. Her husband, Donald, and their four children

## Staff feed customer-service needs

The Feedlot Licensing Program (FLP) recently gained the talent of a new assistant director and extended ability in managing trademark-compliance issues.

**Turk Stovall** is the assistant director of feeder-packer relations and will work closely with current and potential licensees on a daily basis. **Bill Roe** is the Trademark Division's assistant director who will handle Supply Development



**Turk Stovall**

licensee-compliance issues.

Stovall's roots run deep in the cattle business. He grew up as part of the fourth generation on a large cow-calf, yearling and dryland farming ranch south of Billings, Mont.

"I have a good understanding of the many uncontrollable variables that affect our industry that make it hard to survive in the business. I know you have to be profitable," he says. Stovall's background is bolstered by an animal science degree from Montana State University and a master's degree in ruminant nutrition from Oklahoma State University.

In the trademark arena, Roe will assist in managing the division while



**Bill Roe**

spearheading a stronger focus on feedlot, packing and processor compliance. He says, "We are involved in these areas but are charting new territory, too."

Roe comes to the organization with 13 years as a dairy nutritionist and 20 years as an independent consultant.

"I have been a promoter of the *Certified Angus Beef* brand long before I came here," he says. "The brand has taken the standard of quality above and beyond, and that is great for the consumer and the producer."

make sure Sassy Spring Steaks "don't last long on the table," she says.

Ruhland earned \$250 worth of CAB steaks as her prize. The recipe was chosen from 40 submitted to [www.2eatcab.com](http://www.2eatcab.com).

The summer contest ran through July 31, and the autumn contest wraps up Oct. 31.

Winning recipes may be publicized in news releases and on recipe cards available in licensed grocery stores.

## Sassy Spring Steaks

by Donna Ruhland

- 4 Certified Angus Beef™ rib steaks
- 2 limes, juiced
- 2 Tbsp. fresh ground pepper
- 3 cloves garlic, crushed
- 1 Tbsp. chopped basil
- 1 Tbsp. chopped cilantro
- 1 tsp. salt
- ¼ cup extra virgin olive oil
- 2 Tbsp. red wine vinegar
- 2 tsp. sugar

Place steaks on a platter. Add remaining ingredients to lime juice; mix well. Pour mixture over steaks, reserving up to half for basting. Marinate in the refrigerator for 15 minutes. Grill steaks over hot coals to desired doneness, brushing steaks frequently with reserved marinade. Remove from grill, and place on a clean serving platter.

**Notes:** Use with economical cuts, such as the top round, chuck roast and ground beef, too. Reduce the amount of lime with chuck roast. For burgers, just put the marinade on as they're cooking.

## Recipes sprint for editorial coverage

Recipes and serving ideas for youngsters were shared with more than 600 food editors in the United States and Canada in June. The back-to-school theme suggested ideas for balancing healthy eating with busy school and extracurricular activities. As if this isn't enough, millions are expected to tune in to the 2000 Olympic Games in Sydney. Who will have time to cook?

The copy suggests cheating time, not taste, with the CAB brand and these recipes: Frankfurter Pizza, Rosemary Mango Beef Biscuits and Beef Barbecue Wrap. Youngsters can follow the lead of the U.S. Olympic Team by choosing flavor-packed and nutritious CAB barbecue beef, frankfurters and heat-and-serve pot roast. The brand has been selected as a supplier to the U.S. Olympic Team through 2004.

This is the fourth recipe feature for food editors in 2000. They're shared with small weekly and major metropolitan papers. The *Chicago Sun-Times*, which has a half-



## Restaurateurs globe-trot for brand promotion

Daisuke Nakamura and Tomoe Matsunaga, managing director and head chef, respectively, for Restaurant Gyuemon, traveled from Japan to the United States in May to take photos for tabletop advertising. This was their third U.S. trip and will result in a place mat featuring the Certified Angus Beef™ brand.

"The promotion is based on their pride in importing a premium beef brand," says Maggie Hodge, Certified Angus Beef LLC international director. "Japanese consumers are very conscious of the food they eat. They focus on quality, consistency and freshness. Food safety is a major influence, too."

The new place mat will tell customers why the brand was chosen for this nine-unit chain and will feature photos of their journey. While in northeastern Ohio, these restaurateurs visited the CAB executive office; Spread Eagle Tavern, a licensed restaurant in Hanover, Ohio; and Summitcrest Farms.

"In true Japanese fashion, they are traveling with all their suppliers to show they are trusted business partners," Hodge says.



Representatives from Japan met with staff at Summitcrest Farms to take photographs for a place mat featuring the brand.

million circulation, ran the Bourbon Steak with Melon Salsa recipe. Editor uses range from the entire release to recipes only to a few sentences within another article.

### Frankfurter Pizza

- 1 lb. Certified Angus Beef™ frankfurters
- 1 prepared pizza crust
- 1½ cups shredded mozzarella cheese
- 3 8-oz. cans of pineapple, well-drained
- 3 green onions, chopped
- Salt and pepper

Preheat oven to 350° F. Slice frankfurters lengthwise, then cut into half circles. Top

crust with cheese, leaving a ½-inch border around edges. Top with frankfurters, pineapple pieces and onions. Salt and pepper to taste. Bake 10-12 minutes until hot and cheese is melted. Serve immediately.

**Serving options:** Cut pizza crust into fun shapes using cookie cutters for individual pizzas. Complement the pizza with fresh vegetables, including baby carrots and cherry tomatoes. Any leftovers will make a great lunch. Serves 6-8.

### Seminars hike deli sales skills

A new deli training seminar relays salesmanship and service techniques for deli managers to boost sales skills and the effects of merchandising.

"When our deli people know more about a product, their customer-service skills increase," says Bonnie Hammond, deli director for King Soopers, Denver, Colo. "If you have knowledge about a product, you look forward to sharing it with customers."

Hammond attended a May 9 session for

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30 deli managers of sister chain City Market, Grand Junction, Colo. Her desire to arm employees with knowledge led her to schedule a July program for her company's 83 deli managers.

Hammond particularly appreciates the take-home information in the class manuals. This resource for deli staff includes recipes, information about the brand and answers to frequent consumer questions. Other grocery stores have scheduled summer and fall classes for their employees.

### Touting the Games in the store and on the road

Licensed grocery stores across the country are featuring new point-of-sale materials focused on CAB's suppliership with the 2002 Olympic Winter Games. The CAB logo and Olympic supplier mark are also popping up on delivery trucks owned by 93 licensed foodservice distributors.

In grocery stores, a 4-foot-long magnet attracts customer attention to meat cases. New labels featuring the logos will be on fresh-beef, heat-and-serve and frankfurter packages this summer. An Olympic-theme design has been completed for the frankfurter packages and is set for a summer release.

Additional pieces supporting the U.S. Olympic team are in the works. Check them out at your local licensed grocery store. Call the consumer tip line at 1-877-2-EAT-C-A-B for a location near you.

### Intern studies shape brand's future

Visiting grocery stores every day all summer long can be a tiring, yet rewarding schedule for two interns in the company's Retail Division. Laura Sondeno and Joe Washburn plan to visit with meat managers and to evaluate store promotions of the CAB brand. Their efforts will help determine future marketing dollars and plans for growth in these licensed stores.

"There's usually little time for staff to evaluate all stores in a chain," says John Hankins, retail specialist coordinating the internship program. "These intern visits ensure that what occurs at store level coincides with corporate goals and objectives communicated to us. We can then make business decisions based on store and chain performance." It's just another step the company takes, beyond all other fresh beef brands, to ensure the quality and integrity of the CAB products offered to consumers.

Store visits are becoming even more crucial with pending category management studies. "We have to make sure the objectives of these studies are being met in order for us to have accurate results," says Russ Johnson, assistant director of the division. "Then we'll be better equipped to implement our findings into other stores across the country." Category management helps retailers evaluate case setups, advertising and packaging to determine performance and pricing limits for specific cuts in individual stores.

Both interns are recent college graduates: Sondeno of Oklahoma State University and Washburn of the University of Arkansas, Fayetteville. Their experience will give them a taste of what it's like to work for the organization. As it stands, there are currently two open positions for retail specialists. "If it's a good fit for them and for the company, they could be offered full-time positions upon the internships' completion," says Hankins, who was the first retail intern to join the company on a full-time basis.

### Angus University offers practical science for practical people

The second annual Angus University was June 16-17 at the Holiday Inn Select Executive Center and the University of Missouri campus in Columbia, Mo. The event was sponsored by the Supply Development Team in conjunction with the American and Missouri Angus associations and hosted by the University of Missouri animal science department.

Approximately 120 participants, including both commercial and seedstock Angus producers, CAB licensed feedlot representatives, university personnel and Association and CAB staff, attended the two-day event.

With a central theme of "Practical Science for Practical People," objectives of Angus University were to create greater awareness and ownership of CAB by Angus cattle producers and to provide a forum wherein participants were exposed to current issues that affect the profitability of Angus production.

Subject areas covered included cooperative marketing opportunities for Angus-sired feeder cattle, opportunities through retained ownership, targeting for CAB carcass premiums, selecting cattle for carcass merit, carcass fabrication, quality assurance techniques, and adding value to the chuck and the round.

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

#### TOLL-FREE TIP LINE

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

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