



## Putting the Best to the Test

*With one Certified Angus Beef® brand Test Kitchen, original beef dishes show their potential to become new family favorites.*

*by Sarah Moyer, Certified Angus Beef LLC*

With one twist, a burner flicks on. With one cut of marbled meat, flavor agrees to allow no compromise. And with one *Certified Angus Beef*® (CAB®) brand Test Kitchen, original beef dishes show their potential to become new family favorites.

The kitchen in the brand's main building hosted many food industry professionals before the CAB Culinary Center opened its doors. With the center up and running, another innovative and functional space developed.

Kitchen manager Gavin Pinto draws from his background in butchering and culinary arts as the creative mind behind recipe testing and development. Supervising Corporate Chef Michael Ollier collaborates to perfect the recipes

they prepare for a consumer audience.

That audience shows avid interest, too: With an average of 10,000 daily hits on the recipe section at [certifiedangusbeef.com](http://certifiedangusbeef.com), according to Joyce Gilbert, CAB senior digital marketing manager.

### Fearless cooking

To keep shoppers interested in buying beef over other proteins, the CAB team produces recipes for a variety of cuts — those naturally more popular and those that might “intimidate” a home cook.

“Come grilling season, we don’t want to do all strips and ribeyes,” Chef Gavin says. “Those kind of sell themselves. Of course we’ll have some new strip recipes because we want to feature those for summertime, but

we’re going to balance it out with some flat iron recipes.”

Those go a long way toward instilling confidence in trying new or less-popular cuts.

“It’s giving people that option to have a resource for a top round steak that’s on sale that they may not normally buy, because they don’t know what to do with it,” the chef says. “If they feel more comfortable about it, then they will buy it.”

### Value in evaluation

How do these recipes, both popular and resourceful, reach kitchens across the country?

Chef Gavin chats as he chops peppers and onions for a breakfast-skillet potato hash recipe, starting from scratch. All recipes formally begin at a

*Above: Corporate chefs Gavin Pinto (left) and Michael Ollier create five to eight new recipes a month.*

monthly brainstorming session, he says. Corporate chefs gather their best ideas; then it's off to the kitchen for a preliminary round.

"If I like it, I'll test it again and have Michael try it," he says. "Then I have a list of people who like to do home testing."

Those contacts receive a formally written recipe, much in contrast to Chef Gavin's original list of ingredients with no exact measurements noted.

As home cooks prepare the dish, they fill out a form, which includes consumer details such as ease of shopping for ingredients, cooking time and eating experience. The test kitchen collects those responses and critically evaluates what changes might need to be made.

This evaluation proved most difficult for the manager's favorite and most challenging recipe, Slow Cooker Beef Chili Colorado. Creating the road map for a flawlessly flavored meal with ideally textured beef remains the



*Kitchen manager Gavin Pinto hosts food bloggers and social influencers for Facebook Live events in the Test Kitchen.*

goal for each recipe.

Photographs and a feature video mark the final steps in the development process.

## Ahead of sales

All of this occurs with strategic timing.

"We categorize our recipes depending on the season," Chef Gavin says. "We're almost trying to work six months out, knowing what will be popular during those times."

He captures moments of inspiration for seasonal dishes and waits for the right opportunity to showcase them. Food magazines, connections to other chefs and "foodies" encourage creativity, which in turn prepares the Test Kitchen for what a home cook may request further down the line.

"I want to make sure we're not missing the boat on anything, recipe-wise," Chef Gavin says.

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*The brand's social media recently featured the Grilled Steaks with Board Dressing recipe.*



The balance between high-style cuisine and practicality comes out to a kind of ratio.

“For every more difficult recipe, there’s three more easy recipes.”

## Social consumers

As more home-cooked meals come from Facebook feeds rather than Mom’s recipe box, the kitchen engages with most of its followers online.

“Social media really changes the game when it comes to cooking,” the chef says.

Influential home cooks assist with communication through social media, drawing in a different audience than the kitchen reaches alone. To keep the chef audience interested, the Test Kitchen includes some experimenting in the time between recipes, pulling in beef trends from media.

“I’ll see something on the Internet that I think is neat, and if it involves beef, we have to do our version,” he says. “I’ll make it, take

# #beefcookalong




*Kitchen manager Gavin Pinto poses with a first trial run of his new recipe.*

a picture and put it on social media just for the fact of staying relevant.”

For all the buzz behind CAB brand recipes, producers should know these chefs handle their products with great respect. Knowing how cattlemen and women care for their animals and about the high-quality beef they produce, adds to job satisfaction in the kitchen.

“Chefs always want to say something about the product they carry, the product they use, why it’s different, why it’s better,” Chef Gavin says. “There’s so much more to say about it than, ‘oh it’s really marbled beef.’”

Visit the CAB Test Kitchen at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) or on Facebook, Twitter, Pinterest, Instagram and YouTube. 



*The sample of a breakfast-skillet potato hash gives a sneak preview of a recipe in development. Staff notices when a specific category lacks recipes. For example, the breakfast category showed fewer options, so skillet meals are being developed.*

# PELPHREY CATTLE CO

# WARD RATLIFF

PRODUCTION SALE  
8989 Rockwell Rd, Lexington, KY

Friday • September 21, 2018 • 5 p.m.



BW +2.0  
WW +68  
YW +111  
Milk +31  
CW +58  
MARB +1.00  
RE +.69  
FAT -.009  
\$W +75.65  
\$F +68.08  
\$G +50.66  
\$B +174.14

## Angus Hill P158

Offered by Pelphrey Cattle Company

Selling half interest in P158 the direct daughter of the \$4 million producer and legendary Hillhouse Angus an Angus Hill donor, Rita 6108 (above) sired by the most popular sire of the spring sale season, Playbook 5437. P158 sells as the lead-off female of the first Pelphrey Cattle Company and Ward Ratliff Female Sale and offers a sensational opportunity to join Pelphrey Cattle Company in exploring the unlimited potential of one of the great daughters of the matriarch, Rita 6108.



BW +2.8  
WW +69  
YW +123  
Milk +25  
CW +55  
MARB +1.04  
RE +.82  
FAT +0  
\$W +61.86  
\$F +94.56  
\$G +52.41  
\$B +180.10

## Vintage Blackcap 4021

Offered by Ward Ratliff Cattle Company

Selling choice in two heifer pregnancies from the newest addition to the Ward Ratliff Cattle Company program, Blackcap 4021 sired by the popular Playbook and the \$B leader and ABS headliner, Black Magic. Blackcap 4021 joined the Ward Ratliff program as the \$45,000 top-selling female of the 2017 Banner Elite Genetics Sale and her progeny headlined the 2018 Crazy K Ranch Sale including: the \$52,500 selection of Express Ranches, Blackcap 7360; the \$50,000 selection of Vintage Angus Ranch, Blackcap 7362; and the \$50,000 Blackcap 7363 selected by 44 Farms.



BW +1.2  
WW +76  
YW +132  
Milk +33  
CW +53  
MARB +.85  
RE +.48  
FAT -.025  
\$W +82.06  
\$F +88.81  
\$G +46.91  
\$B +156.10

## Quaker Hill Blackcap 4EX1

Offered by Pelphrey Cattle Company

Owned with Banner Elite Genetics, Eagleville, TN. Selling full interest in this prolific donor and maternal sister to the multi-trait leader, Rampage sired by the record-selling Denver. Blackcap 4EX1 sells due on 1/13/19 to Payweight 1682 along with daughter by the calving-ease specialist, Bronc and pregnancies by the \$B leaders, Black Magic and Acclaim.



BW +4.1  
WW +81  
YW +145  
Milk +24  
CW +65  
MARB +.03  
RE +1.08  
FAT -.026  
\$W +68.91  
\$F +123.36  
\$G +15.26  
\$B +157.48

## WRCC Henrietta Pride 5104

Offered by Ward Ratliff Cattle Company

Henrietta Pride 5104 is a powerful bred heifer sired by the RE leader and featured PVF Sire, Insight. She stems from the longtime headliner of the Ward Ratliff program, Henrietta Pride 5162 (above). Henrietta Pride 5104 sells due on 10/30/18 to EXAR Monumental 6056B along with maternal sisters by the multi-trait leader, Rampage, the calving-ease specialist, Confidence 0100 and the low-birth sire, Journey.



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