



Turning a Certified Angus Beef steak with a bit more than normal flare is Frank Davis, well-known New Orleans and southern Louisiana food authority. Davis prepared steaks and prime rib for a media reception to announce Certified Angus Beef is featured in National Tea Company's National and Canal Villere Super Markets. A recipe booklet with tips on how to prepare delicious beef dishes with CAB has been written by Davis and is available at the meat counter where CAB is sold.



The Certified Angus Beef "Tradition of Excellence" award is presented to Fred Nabak (right), vice president in charge of National Tea Company's National and Canal Villere Super Markets, by Louis "Mick" Colvin, director of the Certified Angus Beef program. The award, presented at a CAB introductory media reception in New Orleans, was in honor of Nabak's and company's exceptional program to introduce CAB to consumers in New Orleans and the surrounding area.

Southern chain may become CAB's strongest link

National and Canal Villere Super Markets in New Orleans and the three-state area that includes Mississippi and Alabama, began selling Certified Angus Beef May 12 as its primary beef product. Projections are that the company will soon be the largest Certified Angus Beef (CAB) outlet in the nation, reports Louis "Mick" Colvin, CAB program director.

The move to Certified Angus Beef was designed by National Tea Co. to increase their National and Canal Villere Super Markets competitive position and to provide customers with a higher and more consistent quality product.

"Certified Angus Beef will be consistently superior beef because the American Angus Assn. sets selection standards so high," said Herman Hohensee, senior vice president of National and Canal Villere Super Markets of Louisiana. "So our customers will be buying tender, flavorful, and extraordinarily fine-eating beef."

Projections are that sales the first 30 days of the program will hit 475,000 pounds, equal to between 12 and 15 truckloads of boxed beef, or some 1,500 head of Angus steers and

heifers. Long range projections are that the National Tea Co. stores will merchandise five million pounds the first year, which will increase annual sales of CAB by some 30 percent over the 15.9 million pounds of CAB sold in fiscal year 1985.

To further ensure customer satisfaction all CAB cuts will be trimmed to one-quarter inch of fat and tails will be removed from steaks, according to Fred Nabak, vice president in charge of National and Canal Villere's meat operation.

At the meat counter and in advertising, the company will emphasize consumer education. They've hired Frank Davis, a well-known local authority on food to be the spokesman, chef-demonstrator, and author of a recipe booklet telling how to prepare Certified Angus Beef. It's displayed and provided free to customers at the meat counter.

National is also aggressive by driving home the nutritional and health benefits of beef. In their promotion pieces, they explain CAB is lower in cholesterol than skinless chicken and with just under half the cholesterol of shrimp, a New Orleans food staple.

They also point out that broiled CAB has only about 57 calories per ounce compared to 70 calories per ounce for fried chicken.

Kenosha Beef International of Kenosha, Wi., will supply the CAB for the National program. The beef will arrive boxed and with each box and every wholesale cut carrying the CAB logo.

The Certified Angus Beef program was developed by the American Angus Assn. and is owned and operated by the Association. CAB cattle are identified on the hoof and this Angus identity is maintained right through to the consumer. The rigid CAB specifications are identified in the packing plant by the USDA beef grader, and only those carcasses approved by USDA graders may be used as Certified Angus Beef.

Growth of the CAB program has soared in recent years. In 1983, total CAB sales were 1.6 million pounds. In 1984 they climbed to 8.3 million pounds and topped out at 15.9 million pounds in 1985. So far 1986 sales have been in the neighborhood of 2 million pounds a month and the new National and Canal Villere outlets should boost this figure.

CAB sales top 3 million pounds in May

In the *Angus Journal's* last issue, it was reported the January CAB sales figure at a record-setting 2.2 million pounds; yet, recent sales far exceeded all projections, and a new monthly CAB sales record was set at over 3.2 million pounds for the month of May.

That 3.2 million figure represents some 143,000 head of Angus cattle purchased by CAB packers during the month, about 25 percent of which met the strict CAB carcass specifications to be marketed under the CAB label.

Promote the world's finest beef and win an Angus hide!

The CAB office receives many calls and letters each month from Angus breeders wanting to help promote CAB.

We welcome your assistance, and a special package has been designed to help Angus breeders promote CAB to fine restaurants in their area. Additionally, a contest—as described in the March *Angus Journal*—is currently underway to encourage association members to contact local restaurants and present introductory CAB information to management personnel.

Points accumulate as restaurateur business cards are forwarded to the CAB office and CAB personnel then follow up on all contacts.

Contest winners will be recognized at the annual meeting in Louisville where these awards will be presented.

*Most Restaurant Contacts—a gift box of CAB.

*Most New CAB Accounts—a barbecue grill.

*Most New Licensed CAB Accounts—an Angus hide.

Packets of CAB information and contest details are available upon request from the CAB program office. Call or write:

Certified Angus Beef
P.O. Box 819
West Salem, Oh. 44287
Phone: (419) 853-4066

Coming full circle

According to Julie Hardesty, director of sales for Ramada Inn South, Kansas City, the hotel will begin ser-

ving CAB to its guests. In fact, inauguration of the new feature took place in mid-June. Al Brandneyer of S&S Meats is supplying the account.

Miss Hardesty is the daughter of Jerry and Sandy Hardesty, owners of Ramada Inn South and an Angus herd at Bourbon, Thunder Valley Angus Farm.

Of course, I am biased, but I'm thrilled about it," says Julie of the CAB addition, "I was raised on it."

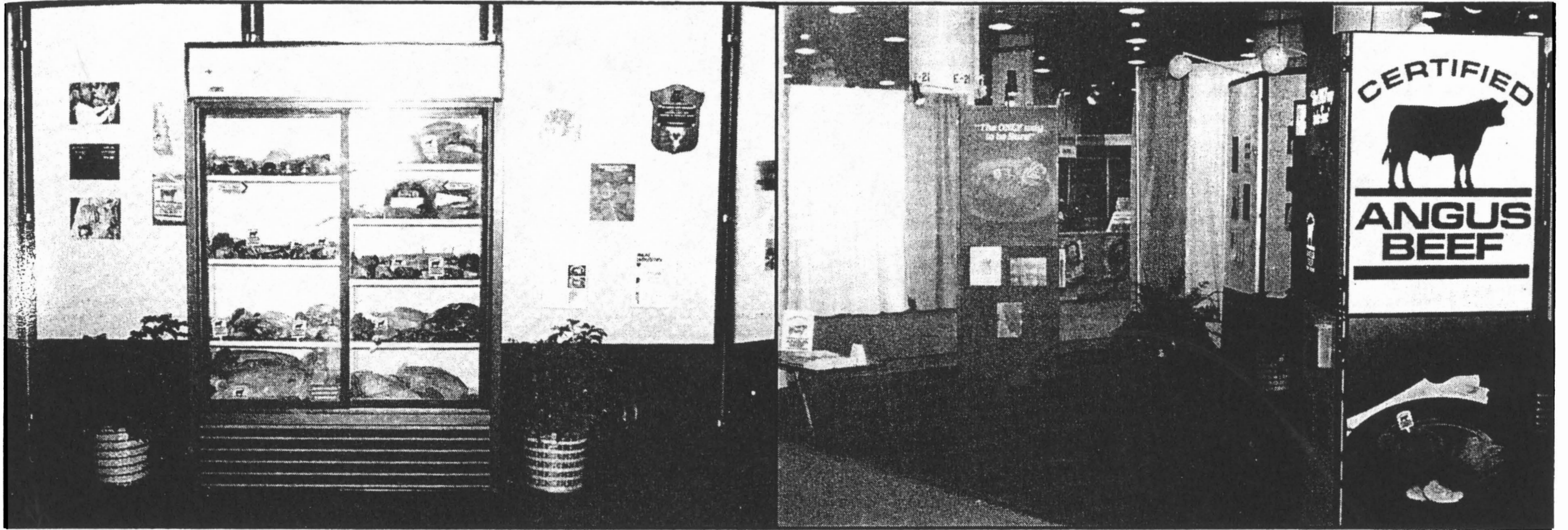
CAB was there

The National Restaurant Association (NRA) convention, held in Chicago in May, hosted over 100,000 specialists from the food service industry. The five-day event includes one of the nation's largest annual trade shows.

The CAB exhibit booth was kept abuzz with restaurateurs interested in the CAB product, while numerous current customers merely stopped by

to compliment the CAB program for providing them with a very consistent, high-quality, highly promotable beef product.

Along with CAB staff, representatives from 15 CAB food service distributors were on hand during the show to discuss CAB with restaurateurs from 32 states and four foreign countries. As a result, many new CAB accounts were generated. **AJ**



The National Restaurant Association recently held its annual convention in Chicago, and CAB participated with an exhibit booth at the NRA's heavily attended trade show.