

Highlights

- Innovative restaurant seeks brand
- Brand in Japan's high-traffic outlets
- CAB® frank wins taste test

Data service sees steady pace

Despite increasing interest in ultrasound technology to evaluate carcass traits, the Carcass Data Collection Service likely will collect data on as many cattle in 2000 as it did in 1999. To date, 12,000 cattle have been evaluated this year, which is on pace with the 19,000 total head evaluated in 1999.

More impressive is the fact that 4,500 head already have been sire-identified this year, with six months of collection to go. This is on pace to shatter last year's record of 5,621 sire-identified cattle for the entire year.

Carcass weights are averaging 11 pounds (lb.) heavier than in 1999. Grades have slipped slightly, with *Certified Angus Beef*™ (CAB®) acceptance rates lagging behind last year by 4%. On a bright note, sire-identified cattle continue to set the pace for CAB acceptance at a 29% rate. This still exceeds the brand's national average of 18.5%.

For information about this service, contact Rod Schoenbine, coordinator, at rschoenbine@certifiedangusbeef.com or (330) 345-2333, Ext. 252.

Tasting is believing

Tasting CAB product helps consumers understand its quality attributes and encourages them to seek more at licensed stores and restaurants. The July Garlic Festival in Gilroy, Calif., paired the brand with garlic for samplings by more than 30,000 attendees.

Licensed retailer Raley's sold CAB pepper-steak sandwiches to help raise money for local charities and service organizations. During the festival's 22-year history, \$5.5 million have been raised, and more than 2.4 million people have attended.

"Samplings and cooking demonstrations continue to be most effective in turning

consumers on to the brand's consistent quality and preparation ease," says Diane Peacock, who coordinated the involvement of Certified Angus Beef LLC (CAB) in this event before accepting a new role leading the brand's value-added-product marketing efforts.

Highlights included cooking demonstrations. Chef Albert Wutsch, certified executive chef from the University of Pennsylvania Academy of Culinary Arts, prepared a CAB tenderloin. Evelyn Miliate, head chef for Raley's Bel Air Market in Gold River, Calif., presented the "Best Stickin' Sandwich in Town," featuring a CAB tri-tip roast with roasted garlic, fresh greens and specialty sauces.

Raley's stores also conducted in-store samplings with signage touting the brand and its involvement at the festival. A radio remote from the festival also enticed listeners.

Innovative restaurant seeks brand

Beyond traditional steak houses and casual-dining restaurants, the brand is developing a following in trendy, new establishments. The words *retro* and *new-wave* come to mind when describing Amalgamated Concepts in Destin, Fla. At this newly licensed account opening in October, patrons can dine at the Copper Grill or Pancake Pantry while their cars are washed or while their film is developed. All four shops are located under one roof.

Restaurant tables each have a computer listing menu items, showcasing customer photos and accessing the Internet.

Owner Jon Auerbach says, "We look forward to soon becoming the restaurant CAB uses to exhibit how to do it right."

The Copper Grill serves CAB steaks, while the Pancake Pantry features burgers and a steak sandwich.

Brand in Japan's high-traffic outlets

Growing demand for the brand in Japan is coming from high-traffic department stores, many of which are located at subway stations. In August, 124 Seiyu stores in the Kanto region began featuring the CAB brand in its specialty-meat departments.

"These quality-minded department stores are easy for Japanese consumers to access as they head home from work," says Jody Nordyke, CAB's assistant international director. "They provide tremendous potential to reach consumers seeking convenient, high-quality beef products and those who frequently dine out."



At the July Garlic Festival in Gilroy, Calif., licensed retailer Raley's sold CAB® pepper-steak sandwiches to help raise money for local charities and service organizations.

*The Certified Angus Beef (CAB) Program is owned and administered by Certified Angus Beef LLC, a wholly owned subsidiary of the American Angus Association.

With the subway being the primary method of transit, these highly visible outlets will be key in building the brand's identity. The stores typically feature groceries on the most-traveled ground level, with housewares on the next levels and restaurants near the top.

Seiyu is the fifth-largest department store in Japan. Other major department stores are also considering the brand.

Did you know ...?

Initial projections point to 1.6 million frankfurters needed for the Salt Lake Games. End to end, these links would stretch about 158 miles.

Source: *USA Today* and *Milwaukee Journal-Sentinel*

CAB® frank wins taste test

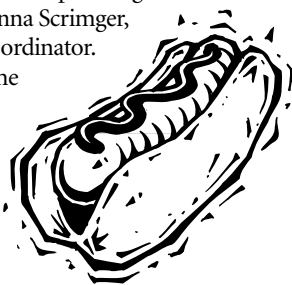
The CAB frankfurter won a blind taste test against the nation's leading brand Aug. 2. The test was conducted for Salt Lake Organizing Committee (SLOC) staff to introduce them to the CAB frankfurters, barbecue beef, heat-and-serve pot roast and deli meats to be supplied to the Olympic Winter Games in 2002.

Initial plans were for 350 staffers to attend the luncheon, but that number quickly grew beyond 475.

"The event was a huge success with word-of-mouth appreciation spreading like wildfire," says Deanna Scrimger, CAB's Olympic coordinator. "Many asked for the recipe for the pot roast and were ecstatic to learn they could buy it at stores ready to heat and eat."

The excitement continued after the event when the next day's paper broke three articles about the frankfurter, covering more than a half page in the Aug. 3 "Olympic Glory" section of *USA Today*. In the article, *USA Today* outdoors reporter Sal Ruibal says, "An overall good dog with redeeming characteristics. Could be a bit more bold, but the all-beef flavor shines."

There are less than 500 days until the Olympic Winter Games in Salt Lake City and opportunities to build consumer interest in the brand continue to unfold. Look for future updates on how the Olympic suppliership builds demand for the brand and Angus cattle.



BBQ beats path to Southwest

Like a raging wildfire, CAB barbecue beef is spreading across New Mexico and Arizona. In fact, July sales are up nearly 100% above the June total. Increasing sales come from other parts of the United States and beyond, too.

The 74-store Blake's Lotaburger chain added a barbecue beef sandwich to its menu this summer, making it the largest user of this item. The New Mexico chain has been offering a CAB burger for five years.

Also, distributor Alliant/City Meats has been heating up interest among restaurateurs in Arizona.

Single-pound packages are also making their way into the deli and meat departments of licensed retail stores. New entries include Buehler's Food Markets in Ohio, Piggly Wiggly in Wisconsin and Illinois, Big Y Supermarkets in Connecticut and Massachusetts, and King Soopers in Colorado.

Plans are to double current demand in the coming year through sales meetings, public relations efforts and special promotions.

Landry leads in Midwest

Distributor sales representatives lead the charge for CAB and Angus cattle demand in foodservice. John Landry, CAB specialist at SYSCO Food Services of Kansas City, is steering the brand into 32 restaurants, including steak houses and five hospitals.

With just one year as a licensed distributor, Landry has had impressive success with the health-care industry, a developing market for the brand. In Missouri, he has licensed Freeman Healthcare facilities in Joplin and Neosho, as well as St. John's Regional Health in Springfield. He's also licensed Via Christi Regional Medical Center in Wichita, Kan.

"John's success in health care testifies to the brand's ability to meet diverse foodservice needs," says Bill Wylie, CAB's assistant foodservice director for distributors. "Serving the product in health-care facilities helps build consumer confidence in beef from both taste and nutritional aspects."

Beyond the brand itself, Landry's customer service initiatives help solidify the brand's position in licensed accounts. He supported Picadilly Grill staff in Wichita through a noon television appearance. For special customer events, he's been known to drive up to three hours to prepare steaks to ensure proper presentation.

Landry and his crew also hosted CAB and

Gear up for the Games

October marks the release of new attire featuring the CAB and Olympic supplier logos. Review the www.2eatcab.com Web site for additional information or to place your order. Or call the CAB shipping department at (330) 345-0809.

The new items include a navy golf shirt (\$42.50 each), blue men's or women's dress shirt (\$41.50), beige windshirt (\$43.50), navy fleece vest (\$45), khaki hat (\$15), blue ceramic coffee mug (\$5.50), and lapel pin (\$2.50).

Shipping charges will be added to the invoice. All but the dress shirts come in sizes small through XXX-large, but there's an additional \$3.53 for XXX-large shirts.



American Angus Association Board members and staff during a plant tour and dinner at their May long-range planning meetings.

Vancouver consumers get the message

Research from the February-through-March brand-building campaign in Vancouver, British Columbia, indicates consumers captured the campaign's high-quality and great-taste messages. The *Life Can't Have Too Much Flavor*® campaign was the most comprehensive yet, tying billboard, print and radio advertising to licensed restaurants, grocery stores and the Vancouver Sun Run consumer event.

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In a comparison of 200 phone interviews conducted both before and after the campaign, there was a 10% increase in familiarity with the brand. Those who had heard of the brand climbed to 83%, second only to the 89% who recognized the general “black Angus” category.

“Part of the good news is that 3% who did not know the brand name in the earlier survey could now identify it by name,” says

Sarah Donohoe, CAB’s assistant marketing director who spearheads the campaign. “These results give us the framework to more closely target future campaigns to reach consumers and differentiate our brand.”

There’s good news for retailers that commit to offering the CAB brand. After the campaign, 13% more respondents knew they could find the CAB brand at licensed retailer Save-On Foods; 18% recognized the chain for exceptional-tasting beef; and 55% named a supermarket selling the beef, an increase of 14% from the earlier survey.

Overall, the survey identified a preference for tenderness and taste in a beef brand and saw a boost in beef awareness. Differentiating the brand from other beef remains a challenge to be more strongly addressed in future campaigns.

CAB initiated the *Life Can’t Have Too Much Flavor* campaign in 1998 to increase consumer awareness — and thus demand — for the brand. Target markets besides Vancouver have included Saint Louis, Mo.; Boston, Mass.; Jacksonville, Fla.; and Houston, Texas.



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To order CAB merchandise, call
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TOLL-FREE TIP LINE

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