

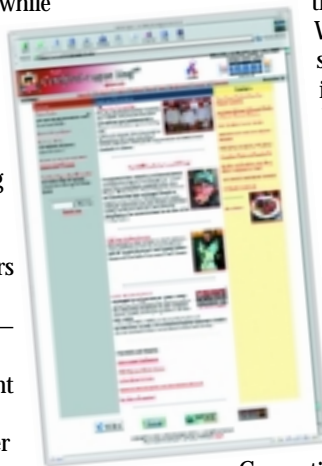


Brand News

► News and highlights from Certified Angus Beef LLC*

Web nets more sales

The *Certified Angus Beef*® (CAB®) brand Web site has a new look. The redesigned site helps Certified Angus Beef LLC (CAB) partners sell more beef while providing top-notch customer service. It's a literal one-stop shop for online ordering of point-of-sale materials, seasonal merchandising solutions and value-added product information. Consumers will enjoy cooking tips and delectable recipes — everything from simple appetizers to extravagant main entrées. The innovative Flavor Finder enables consumers to enter simple search criteria to find both retail and restaurant locations anywhere in the world. And selection and preparation guidelines allow consumers to make educated choices at the meat case. Visit www.certifiedangusbeef.com and experience the best Angus beef in the cyberworld — or anywhere, for that matter.



Brand goes Bahamas

Value-added product sales in the Bahamas continue to rise — as does exposure to CAB products. Bahamas Food Service (BFS)

partnered with the brand to sponsor the Bahamas Food Show in November. CAB brand products sampled to potential retailer and restaurant customers included the ball-tip steak, Usinger's frankfurters, and W&G Barbecue smoked brisket. The show was a prime opportunity to introduce chefs and retailers to the brand's value-added products.

Meet us in Saint Louis

Members of CAB's Marketing-Communications Division traveled to Saint Louis, Mo., this fall for three target market foodservice events. They included the Saint Louis Regional Chamber and Growth Association's (RCGA) Leadership Circle Reception, Chef De Cuisine Culinary

Competition and Symphony Fund-Raiser.

Steve Jones, Charlie Brown and Rich LaRose of Middendorf Meat Co. attended the Leadership Circle Reception. CAB products were highlighted, as well as Middendorf's boxed "CAB Steaks for the Holidays."

The Chef De Cuisine Culinary Competition was held at the Westfield West County Mall's grand opening celebration. Chefs Kevin Storm and Paul Kampff were featured on Fox Channel 2 on Friday, Oct. 25. The pair highlighted four CAB cuts that were part of the chef competition. Festivities included a single chef and a two-chef team

competition, covered by Fox Channel 2, the *Suburban Journal* and the *St. Louis Post-Dispatch*. More than 2,000 entry forms were obtained for the CAB enter-to-win contest, in which the winner received a dinner featuring a CAB entrée prepared by Storm and Kampff.

A symphony fund-raising event was also held at the mall opening. Orville Middendorf, along with LaRose and Brown of Middendorf Meats, attended the event. Middendorf chef PJ Coyne carved a CAB roast throughout the evening. Licensed restaurants J Bucks, Dierdorf & Harts Steakhouse, Busch's Grove, and Tony Marino's Steaks and Chops also had booths.

Building Blocks for Success

Thirty-five participants attended the late October Building Blocks for Success seminar at the CAB offices in Wooster, Ohio. Attendees represented Foodservice, Retail, Value-Added Products and Supply Development divisions. CAB's Retail Division invited several non-licensed accounts to attend, in an attempt to show them the value of becoming a brand partner. Two new accounts were added to the program during the seminar.

Prime time for the Giant

More than 35 managers and meat department representatives from Giant Eagle stores attended a recent CAB Prime product training session at Butler Refrigerated Meats in Harmony, Pa. Giant Eagle has stores in Ohio and Pennsylvania. Fourteen stores began merchandising CAB brand Prime in November.

Clod cuts experience success

More than 70 chefs and purchasing directors attended CAB brand merchandising seminars in Cancun and Merida, Mexico. The Fiesta Americana hotel chain, the Royal Resorts, and the ecotourist park Xcaret are all considering adding CAB shoulder clod cuts to existing menus. Sample orders from these three properties have been placed with Comercial Norteamericana.

Heart and Seoul

The J.W. Marriott in Seoul, South Korea, is the first hotel in Seoul to be licensed and use CAB brand Prime. Ed Munter, new executive chef at the Marriott, recently met with CAB International Division staff to discuss the brand and its licensing requirements. CAB product was featured at the Marriott's annual La Cheine des Rotisseurs black tie gala event on Dec. 6. More than 150 of Seoul's top hotel and restaurant chefs, owners and operators

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SHIPPING DEPARTMENT

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

TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information.

1-877-2-EAT-CAB

attended. CAB brand Prime tenderloin was served at the gala.

Brand in Asia

Newly licensed foodservice distributor Siam Food Services Ltd., of Bangkok, Thailand, recently completed two CAB brand trade launches. Several new items were introduced to the market in Phuket and Bangkok. They included the top blade, top sirloin, tri-tip, flank, outside skirt and frozen burgers. Several properties were interested in these items after a sampling and discussion on preparation. There are additional opportunities in this area for CAB brand Prime.

CAB International Division staff recently traveled north of Tokyo to the city of Iwate to promote and represent Better Beef Ltd., a fabricator in Guelph, Ontario. CAB importer Sumikin Bussan will showcase Better Beef's CAB items at a retail trade show for the province. The trip allowed staff to learn of opportunities for the brand in prefectures outside Tokyo.

Deli sales are hot

Leading retailers are expanding the brand's success from their fresh-meat cases into the deli. Premium, reliable quality offers an advantage over their competitors. Recognized consumer awareness, comprehensive point-of-sale materials and training help drive sales. Now CAB's deli line has expanded with select processors offering a variety of flavor profiles, including savory garlic, Cajun, Italian and London Broil CAB roast beef. New deli partners include: Wegman's Food Markets, Strack & Van Til stores, Harris Teeter, County Markets, Dick's Supermarkets and Weis Markets.

Have a feast

Versatile beef roasts add spice to holiday meals and Dianna Stoffer, corporate chef for the CAB brand, says beef is the undisputed favorite when people dine out. "Beef makes meals at home special, too. High-quality beef, like the CAB brand, adds decadence to a meal. It possesses a robust flavor all its own, and is juicy and tender."

Stoffer says a sirloin tip roast is the perfect cut for a family feast. Add a few unique ingredients and you have a delectable entrée. She recommends the Cranberry Roast for family gatherings.

"The addition of cranberries and lemon zest will have your tastes buds singing a holiday tune," she says. "It's also a great choice if you're serving brunch."



October Feedlot-Licensing Program honorees



Monthly recognition is part of the Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) "Spotlight Award" series based on volume, quality, customer service and attention to detail.

Feedlot Partner of the Month:

Beller Feedlot, Lindsay, Neb., Terry Beller, manager.

October Quality Assurance Officer:

Rhonda Sahr, El Oro Cattle Feeders, Moses Lake, Wash.

October On-Target honorees^a

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB/Prime
30-0 qualifiers:				
Hora Feedlot	8	S	75.0	88
Meining Cattle Co.	34	S	23.5	59
Hergert Feeding Co.	11	H	36.4	50
Hergert Feeding Co.	43	H	18.6	42
Irsik & Doll Feedyard	29	H	55.2	41
Hergert Feeding Co.	39	H	71.8	31
Honorable mentions:				
McGinley-Schilz Co.	34	S	8.8	100
Irsik & Doll Feedyard	20	S	25.0	70
McLean Feedyard Ltd.	29	H	37.9	62
CSA Cattle Co. LLC	42	M	59.1	50
Irsik & Doll Feedyard	28	H	21.4	50
Schmitz Feedlot LLC	39	S	17.9	48
Irsik & Doll Feedyard	30	M	23.3	47
McLean Feedyard Ltd.	22	H	31.8	45
Irsik & Doll Feedyard	37	M	27.0	43
Lamb Feedyard	122	H	25.5	43
Panhandle Feeders	285	H	17.5	43

^aIn the On-Target "30-0" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB acceptance rate that are free of discount carcasses. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

^bH=heifers; M=mixed; S=steers.

Call (785) 539-0123 or visit www.cabfeedlots.com on the Web for a complete and current list of feedlot licensees.

Cranberry Roast

3- to 3½-lb. *Certified Angus Beef*® brand sirloin tip roast
 3 garlic cloves, minced
 1 cup cranberries, chopped
 1 tsp. lemon zest
 ½ cup fresh parsley, chopped
 Cranberry chutney

Preheat oven to 500° F. Rub roast with garlic. Combine cranberries, lemon zest and parsley. Rub roast with mixture. Place on rack in roasting pan. Bake uncovered at 500° F for 10 minutes (min.). Reduce heat to 350° F and bake for 50 min. for medium degree of doneness. Slice roast across grain. Garnish with cranberry chutney.