



Brand News

► News and highlights from Certified Angus Beef LLC*

Claiming awards for the brand

Both Mick Colvin and Certified Angus Beef LLC (CAB) have won the American Meat Institute (AMI) Industry Advancement Award. Each year this award is presented to an individual or organization whose professional contributions have significantly and positively affected the meat and poultry industry. Past recipients of the Institute's highest award have included a former Secretary of Agriculture, respected industry CEOs, and the American Meat Science Association. CAB President Jim

Riemann and Colvin traveled to New Orleans in October to receive this prestigious award.

CAB brand tops the menu

A 2002 nationwide, independent study by Datassential Research indicates the *Certified Angus Beef*® (CAB®) brand is the most popular brand name on the menus of both independent and chain restaurants. In part one of the two-part study, the CAB brand was mentioned 2,084 times in a database of 30,137 independent restaurant menus.

Alaskan fish/seafood ranked second with 1,517 mentions. Other brands included in the top 20 were Dole®, Hormel® and Blue Bell® ice cream.

In a study of chain restaurant menus the brand was mentioned 520 times on 5,545 unique menus. Others in the top 20 include Oreo®, Idaho Potatoes®, Wisconsin cheese, Jack Daniel's®, Nestlé®, Hershey's® and Miracle Whip®. Recognition of the CAB brand name continues to grow, thanks to the diligence of its licensed restaurants, retailers, processors, distributors and producers.

Brand in the news

Recently, news about the CAB Annual Conference award winners was published in a variety of publications, including the *Virginia Star*, a weekly newspaper with a total circulation of 21,000; the *Jennings County Journal*, a weekly paper with a total circulation of 194,723; the *West Side Leader*, a weekly paper with a circulation of 44,000; and the *High Plains Journal*, circulation 51,000. Winners were also listed on the Supermarket News Web site.

Brand featured at special events

Top chefs used *Certified Angus Beef*® (CAB®) brand products at a barbecue for the Saint Louis Friends of the James Beard Foundation, held at Mount Pleasant Winery in Augusta, Mo., Sept. 15. The James Beard Foundation celebrates the country's culinary artists, provides scholarships and educational opportunities, and serves as a resource for



the food industry. The event was sponsored by Certified Angus Beef LLC (CAB) and Middendorf Meat & Quality Foods.

Middendorf and CAB also sponsored six handpicked chefs to serve appetizers using CAB cuts such as flatiron, tenderloin tips, strips, brisket, short ribs and sirloin cap steak. Chuck Cooper was there to entertain the public with ice-carving demonstrations.

Retail team is on fire

CAB's retail team recently licensed a total of 148 retail chain stores in one week. Pennsylvania-based Weis Markets, with stores in Pennsylvania, New York, West Virginia, New Jersey and Maryland, has recommitted to the brand by adding 106 stores. North Carolina-based Harris Teeter Inc. added 30 stores to the program. Several Stop & Shop, Shoprite, Albertson's, Giant Foods, and Victory supermarkets have also been added to licensed chain accounts.

Numerous independent stores were licensed in October as well. They include Milam's Markets in Miami Springs, Fla.; Pat's Market Deli in Holyoke, Mass.; and County Market in Jacksonville, Ill.

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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

Brand gains popularity in Cancun and Merida

Chef Alex Rudin, Swiss Master Chef and owner of Sasha's Bistro in Cancun, Mexico, was the featured speaker at a CAB merchandising seminar in Merida and Cancun Oct. 22 and 24. Chef Rudin focused on cuts from the shoulder clod and brisket in an effort to increase sales to hotels and resorts in both cities.

Merida, located in the Yucatan, is a growing market for high-quality U.S. beef as evidenced by an increasing number of U.S. chains that have recently opened there. New restaurants include Tony Roma's, Chili's and TGI Friday's. Vinoteca, Mexico's largest wine distributor, partnered with CAB at the Merida seminar and provided free wine

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.

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during the reception. Other partnership opportunities are in the works.

Learn the science behind the sizzle

Blue Ribbon Meats, a CAB-licensed distributor in Cleveland, Ohio, recently sponsored the American Culinary Federation (ACF)-Cleveland chapter meeting hosted by John Q's Steakhouse. John Q's owners Rick Cassara and Jim Kuczynski were presented with the 2002 Independent Restaurant Marketer of the Year award. The ACF-accredited *Science Behind the Sizzle*™ presentation entitles the chefs to earn 1.5 continuing education credits toward their chef certification programs.

Find CAB on Fifth Avenue

During a recent visit to DeBragga & Spitler in New York City, CAB Corporate Chef Dianna Stoffer had a chance to visit with Chef Eric Kaplan of the Waldorf-Astoria's famed restaurant, the Bull & Bear. The restaurant began using CAB Prime cuts in May with a great deal of media attention. After a grand tour of the kitchens, Chef Kaplan expressed interest in adding bone-in filet to his menu. Chef Dianna exited the hotel on Fifth Avenue, where a large poster was displayed advertising the Bull & Bear restaurant and the CAB logo.

Little Apple wins big

The Little Apple Brewing Co. in Manhattan, Kan., a longtime 100% CAB-licensed restaurant, won the Kansas Beef Council's 2002 Beef Backer Award.



► Little Apple Brewing Co.'s executive chef Glen Cukey (left) and manager Russ Loub hold award-winning CAB sirloin pizza and the Black and Bleu Burgers.

It also won the year's Best Ground Beef Menu Item with its "Black and Bleu Burger."

Little Apple's new menu boasts many more CAB items, including some value-added selections. The restaurant also upgraded all its ground beef items to CAB grinds last summer. The CAB brand accounts for 42% of the restaurant's total sales and 50% of its food sales. Little Apple also claimed the overall award in 2000 and an honorable mention in 1996. CAB marketing-communications and foodservice staff assisted Little Apple and the Kansas Beef Council in preparing for an award reception Oct. 16.

The restaurant is co-owned by seedstock Angus producers Galen and Lori Fink and manager Russ Loub.

Stampede of knowledge

The 2002 Stampede Seminar in Denver Sept. 29-30 attracted 46 attendees from across the spectrum of retail and foodservice licensee staff. Seminar highlights included a presentation by Temple Grandin, a noted Colorado State University (CSU) professor. Grandin is a leader in the livestock handling industry. Participants enjoyed dinner at a CAB-licensed restaurant, Marlowe's, and a value-added product luncheon preparation workshop at The Art Institute. The seminar was headquartered in Denver, but attendees spent half a day in Fort Collins at CSU for discussions with meat and animal science professors.

Prime time for gala

Foodservice staff attended the Foodservice Executive Conference Oct. 13-16 in Dallas, Texas. The conference targeted high-end multi-unit operators and chain executives and is in partnership with Freedman Foodservice-Dallas. CAB Prime tenderloins were featured at the gala, and CAB mock tenders were used at the luncheon. The events provide opportunities to introduce the brand to foodservice executives who may never have experienced CAB products.

Feedlot-Licensing Program monthly honors

The CAB Feedlot Partner of the Month for September is Solaris Feeders LLC, Miles City, Mont., Eric Moore, manager. Solaris saw a 64% annual increase in its numbers of CAB enrolled cattle in 2002, and the yard made great progress in its overall transition from backgrounding to finishing. The monthly award is based on volume, quality, customer service and educational initiatives.

The September Quality Assurance (QA) Officer is Wayne Smith, of Hergert Feeding Co., Mitchell, Neb. Smith's excellent record was recently recognized as 2002 CAB QA Officer of the Year. The award series is based on attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Program's success.

In the On-Target "30-0" program, the Feedlot-Licensing Program (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.

Following is a summary of accomplishments from the September data reports. Call (785) 539-0123 or visit our Web site at www.cabfeedlots.com for a complete and current list of feedlot licensees.

Licensed CAB® Feedyard	Head	Sex ^a	%YG 1&2	%CAB/Prime
30-0 qualifiers^b:				
T-Bone Feeders	15	S	46.7	53
Hergert Land & Cattle Co.	43	H	18.6	47
Hergert Feeding Co.	20	S	20.0	40
Boise Valley Feeders	14	M	28.6	36
Honorable mentions:				
Hergert Land & Cattle Co.	33	H	33.3	57
Texas County Feedyard LLC	176	H	37.0	46
Schmitz Feedlot LLC	20	S	15.0	45
Irsik & Doll Feedyard	15	H	6.7	38
Beller Feedlots	88	S	13.6	35
4+ Cattle Feeders	23	H	30.4	30
Solaris Feeders LLC	64	S	29.7	27
McGinley-Schilz Co.	70	H	68.6	27

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

^b30-0 qualifiers of fewer than 10 head: McPherson County Feeders, Mike Hora Feedlot, and Snake River Cattle Feeders.

