



Brand News

► News and highlights from Certified Angus Beef LLC*

Target markets

Consumers in Pittsburgh, Pa., and Detroit, Mich., will soon be seeing the *Certified Angus Beef*® (CAB®) brand everywhere. The two cities have been chosen as the brand's 2004 target markets. Focused advertising, special events and public relations opportunities will be essential in growing brand awareness in these areas. Key retail partners include Meijer Inc. in Detroit and Giant Eagle Inc. in Pittsburgh. Foodservice distributor partners Sysco, Detroit, and U.S. Food Service (USFS), Greensburg, Pa., will work with distributors to increase the number of CAB-licensed restaurants in these markets. They also will work with current restaurant customers for promotions.

Back to school

Chili's Bar & Grill, owned by Brinker Int'l, sent five members of its culinary team to Beef School 2003. Certified Angus Beef LLC (CAB) foodservice and packing staff conducted the seminar in South Sioux City, Neb., with assistance from the Tyson Foods Inc.'s Meat Education Center. Chili's team members reviewed CAB brand specifications and cattle production and packing issues. CAB Corporate Chef Dianna Stoffer offered a myriad of new product ideas.

"It was a great opportunity to educate Chili's representatives on all aspects of beef production, as well as develop a deeper relationship with a CAB partner," Stoffer says. Dallas-based Brinker Int'l has more than 1,400 restaurants and 10 chains

throughout the world. Of those, Chili's Bar & Grill and Romano's Macaroni Grill chains are licensed CAB partners.

Grand opening

More than 100 Merchant's Markets customers from the U.S. and British Virgin Islands recently attended the company's grand opening food show on the island of Saint Thomas. The event was held inside Merchant's new warehouse to showcase its new facility. Many customers requested samples of the featured CAB cuts, including tri-tip, culotte, *teres major* and flat iron. Saint Thomas Chef George Sittig, a Louisiana native, worked with CAB foodservice staff to conduct product preparation demonstrations and samplings.

CAB for home and garden

CAB products were a big hit with Fort Worth Home and Garden Show attendees and chefs in Fort Worth, Texas. CAB staff provided more than 1,300 samples to visitors and gave away coupons for \$1 off RMH Quick-N-Easy® pot roast, available locally at Tom Thumb Food Stores Inc.

The brand's partnership with the home-and-garden show provides opportunities for



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Dining in Denver

Cherry crickets and black-eyed peas don't usually come to mind when considering a juicy steak or a great burger — unless you're in Denver, Colo. Of the 82 restaurants in the Denver metropolitan area that purchase *Certified Angus Beef*® (CAB®) product on a regular basis, 55 are licensed. Several are known throughout the city as dining hot spots. Black-eyed Pea, Marlowe's and the Cherry Cricket proudly serve CAB entrées with a smile — or jalapeños.

"Anyone looking for a dining experience that showcases the result of raising high-quality Angus cattle will enjoy a visit to these restaurants," says CAB Corporate Chef Dianna Stoffer. "The *Certified Angus Beef* brand is the quality mark restaurant owners and chefs are proud to tell their customers about."

Black-eyed Pea has been a licensed partner of the CAB brand for one year. The company has 16 units in Colorado, all serviced by Lombardi Bros. Meats of Denver. The distributor works diligently with Black-eyed Pea to offer signature menu items at affordable prices by taking advantage of underutilized cuts.

Lombardi Bros. fabricates and prepares these value items to accommodate Black-eyed Pea's menu specifications. Featured items include the CAB Chisholm Trail (flat iron) and country-fried (ball tip) steaks. Included in the product mix is a precooked CAB prime rib from Dan's Prize Inc., a CAB-licensed processor in Gainesville, Ga.

Black-eyed Pea aims to offer consumers casual, family dining with an emphasis on quality and value.

Marlowe's has been 'the place to be' in Denver since 1985. A brand partner since 1998, Marlowe's offers a CAB London broil with Guinness stout mushroom gravy, ribeye with garlic butter, top sirloin and filet mignon. A 12-ounce (oz.) New York strip will please the hungriest steak-lover. The restaurant is located at 501 6th St., directly across from the Denver Pavilions.

Cherry Cricket's proprietors proclaim the restaurant serves "food that's way too good for a bar this fun." Located at 2641 E. 2nd Ave., it has been licensed with the brand since 1997. The restaurant is known for a vast array of toppings — jalapeños, fresh avocados, herbed cream cheese, sautéed mushrooms and a variety of cheeses to complement its mouthwatering CAB Cricket and Little Cricket burgers.

Whether you're hungry for burgers, steaks or something in-between, Denver's CAB brand partners will satisfy the craving.

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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

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

features and promotions on stage with CAB-licensed restaurants like Risky's Barbecue, Romano's Macaroni Grill, Texas Marinades, El Centro and The Art Institute of Dallas. Nine of 12 chef demonstrations featured CAB-brand items.

Kelsey Flower of the United States Personal Chef Association (USPCA) featured

the CAB ginger stir-fry recipe on the WFAA (ABC) television morning news show, the top-ranked station in the market. The brand will be featured in seven additional home-and-garden shows in the Dallas-Fort Worth market, with logo inclusion in all television, print and radio advertisements.

Hole-in-one for new products

In October, the National Cattlemen's Beef Association (NCBA) held its annual golf outing at the Arrowhead Golf Club, Littleton, Colo. More than 200 golfers ate CAB "cheeseburger fries" and CAB smoked beef brisket for dinner. Food and beverage carts distributed CAB sausage sticks, made by Festival Sausage, Oakland, Ill. NCBA members and beef industry partners were in attendance. The venue was one way to showcase new items to industry representatives.

Buying made easier

Are you searching for local grocers or restaurants offering CAB products? The hunt just got easier. Search tool settings for the "Where to Buy" section of the brand's Web site (www.certifiedangusbeef.com/buy.html) have been updated. When using distance search methods (searching by ZIP code or clicking on a map), the default distance previously searched was 25 miles. Now, if there are no matches found within the first 25 miles, the distance will automatically increase in 25-mile increments until at least one match is found. That should help hungry consumers who don't mind going a little farther out of their way to find the brand.

Hit the books

A random request for recipes and photos has become an interesting partnership with a Canadian chef. Carol Ann Shipman is working on a beef cookbook to help regain beef's popularity in Canada and beyond. She plans to use 55 CAB recipes and 27 CAB photographs in her newest book. CAB photos will grace the cover, and an article about the brand will be showcased. There is also potential to partner with Shipman on cooking demonstrations as she tours the United States and Canada in 2004 to promote the book.

Taste the Caribbean

The brand was highly visible at the Taste of the Caribbean culinary competition in Ocho Rios, Jamaica, Oct. 2-5. Twelve teams composed of island chefs competed in a CAB cooking contest featuring briskets, tri-tips, culottes and top blades. In addition, the items were sampled during the trade show at the U.S. Meat Export Federation (USMEF) booth. The event was organized by the Caribbean Hotel Association.

September On-Target honorees^a



Schmitz Feedlot LLC, Clayton, N.M., was named Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for September 2003. The crew at Schmitz Feedlot, led by manager Roger Schmitz and 2003 Quality Assurance (QA) Officer of the Year Scott Stephens, continues to do an excellent job of managing and sorting Angus cattle for the high-quality carcass end point. According to Feedlot-Licensing Program (FLP) numbers, the feedlot harvested 588 head, with a Certified Angus Beef® (CAB®) acceptance rate of 24% in September. Several groups also qualified for the prestigious CAB Thirty-Aught (30-0) Program.

Steve Peterson, owner of Peterson Feedlots/MPK LLC, Lebanon, Kan., was the September QA Officer of the Month. Peterson has fed outstanding Angus cattle for some time and received another great group of calves from retained ownership customers this fall. MPK will be participating in the CAB subsidized carcass data program to help customers learn more detailed genetic, health and management information about groups of Angus cattle and the effects of these factors on CAB acceptance rates.

Monthly awards are part of the FLP "Spotlight Award" series based on volume, quality, customer service and attention to detail. The FLP also honors partners who harvest 30-0 groups of cattle with at least a 30% Prime or CAB acceptance rate and free of discount carcasses. Here's a summary of accomplishments from data reported in September.

Licensed CAB® feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Gregory Feedlots Inc.	20	M	20.0	55.6	5.0
Schmitz Feedlot LLC	20	S	70.0	50.0	5.0
Schmitz Feedlot LLC	20	S	35.0	50.0	0.0
CSA Cattle Co. LLC	11	S	9.1	45.5	0.0
Schmitz Feedlot LLC	10	S	50.0	44.4	10.0
Schmitz Feedlot LLC	20	S	55.0	38.5	5.0
Beller Feedlots	15*	H	46.7	20.0	13.3

Honorable mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	25	S	56.0	57.1	8.0
Samson Inc.	20*	S	25.0	55.0	2.3
Beller Feedlots	81*	S	3.7	50.6	7.4
Hora Prime Beef	11*	S	9.1	45.5	9.1
Beller Feedlots	188	H	14.3	43.0	3.2
Schmitz Feedlot LLC	29	S	31.0	42.3	13.8
Hergert Feeding Co.	42	H	33.3	41.7	9.5
Beller Corp.	84*	H	35.7	39.3	1.2
Schmitz Feedlot LLC	40	S	30.0	35.1	0.0
Beller Feedlots	46*	H	19.6	34.8	0.0
Wheeler Feed Yard Inc.	70	S	55.7	34.6	2.9
Schmitz Feedlot LLC	40	S	20.0	34.2	5.0
Beller Feedlots	103*	H	36.9	32.0	5.8

^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.

*Indicates 100% CAB eligible. Acceptance rate figured on eligible portion.

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

