



Brand News

► News and highlights from Certified Angus Beef LLC*

Roundtable

Samson Inc., a licensed feedlot in Columbus, Neb., recently conducted the "Samson Beef Bash." Producers from Montana, South Dakota, Nebraska and Texas were on hand to learn more about cattle management, genetics and marketing. Certified Angus Beef LLC (CAB) staff mediated a roundtable discussion during the event. The meeting was at Traditions Inn, a CAB-licensed bed-and-breakfast facility.



CIA meeting

More than 23 chefs from across the United States, including Certified Angus Beef LLC (CAB) Corporate Chef Dianna Stoffer, recently gathered at the Food, Wine and Golf Classic at the Albany Country Club, Albany, N.Y.

The event was hosted by Chef Dale Miller and Brad Rosenstein, owner of Jack's Oyster House, Albany. The event raised more than \$100,000 in scholarships for Cornell University's School of Hotel Administration and The Culinary Institute of America (CIA).

There were 13 food stations and 13 wine stations featuring a variety of food and drink, including *Certified Angus Beef*® (CAB®) shoulder tender and flat-iron steak. Stoffer said participants raved about the flavorful and tender CAB entrées and came back for seconds, even thirds.

Prime event

Catalano's Market, Fresno, Calif., recently had a CAB Prime Weekend Sale with stellar results. Sales associates educated customers at the market, as well as consumers listening to a local radio station, about CAB products and CAB Prime. Sysco Food Services, Modesto, Calif., supplied 97 cases of CAB product, including more than 50 cases of Prime CAB tenderloins. Catalano's sold more than 600 tri-tips, 300 racks of beef ribs and 300 burger patties.

"Catalano's Market is proud to be a licensed retailer of CAB Choice and Prime cuts," said Ralph Rogers, premium protein buyer and meat department manager for the upscale market. "We want to thank Brian Meier, *Certified Angus Beef* premium protein and center-of-the-plate specialist for Sysco; Jim Bennyhoff, district sales manager for Sysco; and T.J. Leonard, marketing associate

for Sysco, who introduced us to CAB and showed us how we could stand apart from other markets in the California central valley."

Rogers said he confidently sells the CAB brand. "The flavor and marbling of the beef is undoubtedly the finest beef I have ever tasted, and it is with great pride that I am able to share this with our fine restaurants and retail markets in the San Joaquin Valley."

Join the club

CAB's Foodservice staff recently participated in a cooperative marketing event with the Speedway Club, a 100% licensed customer in Charlotte, N.C. Chef Phil and his staff entertained more than 160 charter members of the Speedway Club, located at Lowe's Motor Speedway.

CAB beef stir-fry, beef kabobs, Caribbean curry beef pockets and roasted tenderloin received rave reviews. Customized signage, menu cards and traditional point-of-sale items from CAB adorned the restaurant. It was a wonderful opportunity for brand exposure to an audience of beef lovers.

Calling all cooks

www.cooking.com featured the CAB Bubba Burger™ on its home page. The feature included a photo with a CAB logo steak pick in a burger and a full description of the product. Rocke's Meating Haus supplied these orders directly to customers.

On the air

CAB Chef Dianna Stoffer recently taped an 8-minute radio interview with Raynell Halbur of KFIZ radio in Fond du Lac, Wis. The interview focused on Stoffer's recent participation in the CIA and Cornell University School of Hotel Administration event, grilling tips and trends in the restaurant industry — including ways consumers can incorporate such trends into their home kitchens.

The noon agribusiness show covers all aspects of agriculture in Fond du Lac and throughout Wisconsin.

Little Apple's big success

Little Apple Brewery, Manhattan, Kan., a long-time 100% CAB licensee, reports great success in merchandising the flat-iron steak and *teres major* muscle, now on its menu. The *teres major* is listed as a special with a variety of marinades. The flat-iron is sold for \$12.95 plain and \$13.95 with special marinade sauce. The *teres major* is sold for \$13.95 and \$14.95, depending on sauces and add-ons. Little Apple's Chef Glen also plans to sell packaged steaks for diners to grill at home.

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SHIPPING DEPARTMENT

To order CAB merchandise, call 1-800-725-0070
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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.

Celebrating 50 years

El Gaucho restaurant, located in Seattle and Tacoma, Wash., and Portland, Ore., is celebrating 50 years in the business. The 100% licensed restaurant plans to roll back pricing to resemble prices from 1953 on one random table per night. The special pricing event will be conducted for 50 days, Aug. 1 through Sept. 20. El Gaucho may set a record for selling the best tasting Angus beef at the cheapest prices ever.

Konnichiwa!

Daisuke Shimojima, "Shimo," recently joined CAB's International Division. Shimo and his wife, Pranee, live in Tokyo. Shimo will spend two months training at CAB Corporate Offices, before opening CAB's first international office in Tokyo.

On display in Mexico

CAB recently teamed with Alto-Shaam® ovens to promote the CAB brand at two food industry shows in Mexico. CAB prime

rib will be served nonstop at the Alimentaria show in Mexico City. A Comercial Norteamericana booth will have its own Alto-Shaam cooking and holding oven where brisket and shoulder clod cuts will be prepared at the ExpHotel Show in Cancun. CAB International staff are working with Alto-Shaam's international marketing team on other trade-level partnerships throughout Latin America.

Country club knows quality

The newly-licensed Deer Valley Country Club's Liar's Den Restaurant aims to please its clientele with high-quality CAB products. The Deer Grove, Ill., restaurant features CAB cuts like prime rib and 10-ounce (oz.) ribeye on its menu. CAB Board member, Jay King, Rock Falls, Ill., is part owner of Liar's Den.



May On-Target honorees^a

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: North Platte Feeders Inc., Jack McCaffery, manager

Quality Assurance Officer: Jen Hutchison, 4+ Cattle Feeders, Lexington, Neb.



<u>Licensed CAB® Feedyard</u>	<u>Head</u>	<u>Sex^b</u>	<u>%YG 1&2</u>	<u>%CAB/Prime</u>
Sellers Feedlot	10	S	40.0	60
Shepperd Ranch and Feeding Co.	37	S	29.7	49
McGinley-Schilz Feedyard Ltd.	78	H	41.0	42
McGinley-Schilz Feedyard Ltd.	34	M	65.6	34
Hergert Feeding Co.	15	S	6.7	33
Darnall Feedlot	34	H	41.2	31
Wheeler Feed Yard Inc.	40	H	40.0	30
Honorable Mentions				
Hergert Feeding Co.	40	S	17.5	69
Irsik & Doll Feedyard	75	S	17.3	65
Darnall Feedlot	118	H	23.7	64
Darnall Feedlot	76	H	47.3	63
Guggenmos River Ranch Ltd.	97	M	34.1	61
Silver Creek Feeders Inc.	54	M	44.4	56
Wheeler Feed Yard Inc.	45	H	37.8	56
David Ranch	79	M	27.8	52
Dakota Prairie Beef	80	S	16.3	50
McGinley-Schilz Feedyard Ltd.	71	H	25.4	48
Silver Creek Feeders Inc.	35	M	71.4	48
Beeffland	40	S	5.0	48
David Ranch	78	S	7.7	46
Pratt Feeders LLC	128	S	33.6	46
McGinley-Schilz Feedyard Ltd.	79	H	8.9	45

^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 for a complete and current list of feedlot licensees.