



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Award recipient

Shula's Steak House, a Certified Angus Beef LLC (CAB) partner since 1989, received the 2006 Florida Beef Backer Award, recognizing the company for exceptional beef marketing.

"The Beef Backer award is our way of giving recognition to restaurateurs who

demonstrate passion for the power of beef on the menu," said Dwain Johnson, chairman of the Florida Beef Council.

"It's an honor for us to be recognized by the beef industry," said Dave Shula, president of Shula's Steak Houses LLP. "We pride ourselves on thoroughly understanding our product."

The Shula family also credits its strong relationship with Buckhead Beef Co., Atlanta, as part of the chain's success. Buckhead Beef supplies the *Certified Angus Beef*® (CAB®) brand products to the restaurants, and has worked with the Shula team on menu merchandising and staff training programs.

Shula's was entered in the National Beef Backer contest and will compete against other state winners. A national winner was to be announced at the 2007 Cattle Industry Annual Convention and Trade Show in Nashville, Tenn.

Shula's is a family business owned by former NFL coaches Don and Dave Shula. In 1997, the father-son team expanded their six restaurants into 26, including one in Providence, R.I. The newest locations include Jacksonville, Fla.; and Philadelphia, Pa. As one of the top five steak houses in the United States, Shula's was also recognized as CAB's restaurant chain marketer of the year in 2002 and 2005. It has Florida locations in Miami Lakes, Palm Beach Gardens, Orlando, Miami Beach, Naples, Fort Lauderdale and Tampa.

## Branding Texas

The West Texas market now has its own CAB brand distributor — U.S. Foodservice Lubbock Division.

"The CAB brand offers product that is consistently tender, juicy and flavorful, no matter the cut," says Kevin Janes, center-of-the-plate CAB specialist and brand manager for U.S. Foodservice Lubbock. "By offering this premium brand, we can remove Angus confusion and help our customers realize that a better product will generate sales in a very competitive market.

"Offering properly aged middle meats and a complete line of CAB products allows customers to have greater selection opportunities that will save time, reduce labor costs and increase profits," Janes says.

U.S. Foodservice Lubbock considers it an honor and privilege to represent the CAB brand, Janes says, because of CAB's history, integrity and commitment to offering a great product. The company will offer fresh whole primal cuts and portion-cut steaks, fully cooked and other value-added products.

"U.S. Foodservice Lubbock's president, Larry Luman, is excited to be expanding to

## Passion for flavor

This exquisite meal is perfect for special occasions like Valentine's Day. It features CAB center-cut sirloin complemented by mushrooms and red wine. For other Valentine's Day ideas, visit the brand's web site, [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## Steak Martini with Asparagus Risotto and Braised Tomato Red Wine Sauce



### Ingredients

- 6 (8-oz.) Certified Angus Beef® (CAB®) center-cut sirloin steaks
- ½ cup olive oil
- 4 cloves garlic, thinly sliced
- 12 oz. button mushrooms, cleaned and chopped
- 4 oz. shiitake mushrooms, cleaned and chopped
- 8 oz. baby Portobello mushrooms, cleaned and chopped
- 1 cup cabernet
- 28 oz. canned, diced tomatoes
- ¼ cup olive oil
- 1 Tbs. chopped shallots
- 4 oz. pancetta ham, thinly sliced
- 2 cups risotto
- 4 cups vegetable broth
- 2 cups heavy cream
- 1 Tbs. chopped fresh oregano
- 1½ cups chopped blanched asparagus
- Olive oil, as needed for seasoning steaks
- Salt and pepper, as needed

### Cooking Instructions

Heat ¼ cup olive oil in braising pan or Dutch oven on medium heat. Add garlic and cook 3-4 minutes or until garlic is lightly browned. Add mushrooms and cook 5-6 minutes. Deglaze pan with wine and add tomatoes. Cover with tight-fitting lid, reduce heat to medium, and gently simmer for 40 minutes.

Heat additional olive oil in heavy-bottomed saucepan or Dutch oven. Sauté shallots and pancetta 3-4 minutes, stirring constantly. Add risotto and cook 2-3 minutes or until risotto begins to brown.

Combine broth with cream and add to hot risotto cup by cup, only adding more liquid when the previous cup is absorbed into the rice. The final 1-2 cups will not be completely absorbed, but will give the risotto a creamy texture. Stir in oregano and asparagus and keep warm for service.

Brush steaks with olive oil and season with salt and pepper. Preheat grill on high and reduce to medium high; grill steaks to desired doneness.

Serve steaks with risotto and sauce. Makes 6 portions.

Recipe provided by Certified Angus Beef LLC.

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

center-of-the-plate offerings, headlined by the addition of the CAB brand,” says Mark Polzer, CAB foodservice director. “A number of restaurants in the area have already begun serving the brand. They’re experiencing the ‘wow’ factor.”

### **Education pays**

John Dickinson, American Angus Association regional manager, and several CAB staff held a Stampede seminar for U.S. Food Service-Joseph Webb customers. The foodservice distributor, located in Vista, Calif., was licensed in 2004.

The event was at Rancho Samataguma, about 40 minutes from San Diego. More than 100 of the company’s customers and 20 staff attended. The event provided grassroots beef production experience, science behind the CAB brand, production influences on quality and price, and merchandising ideas for Joseph Webb customers. Events like this

open the door to new business, as demonstrated by increased sales.

### **Brand in New York**

A team of chefs from licensed partner Joey Tomato’s, headquartered in Coquitlam, B.C., Canada, prepared a meal at the James Beard House in New York City on Nov. 11. The dinner featured CAB tenderloin. Joey’s Executive Chef Chris Mills reported the entire event was first-class.

“The chefs performed at the highest level, food was spectacular, and it was perfectly prepared,” Mills said. “One guest raved it was the best dinner he’d had at the James Beard House, and he’d been attending events there for 30 years.”

James Beard was hailed as “The Dean of American Cookery,” and his name remains synonymous with American food. Since 1986, the James Beard Foundation has been at the forefront of America’s culinary

revolution. The Foundation was established in his honor. Its mission is to celebrate, preserve and nurture America’s culinary heritage and diversity in order to elevate the appreciation of culinary excellence.

### **‘Best of the West’ and steak fest**

The Hilton Barbados is running a “Best of the West” promotion featuring CAB entrées and Wente wines. The U.S. Meat Export Federation (USMEF) partnered with the Texas Beef Council to bring Texas celebrity chef Peter Rosenberg to the Hilton, where he worked with its chef to create three “Best of the West” menus for all three of the hotel’s restaurants. CAB international division staff joined Chef Peter, Liz Wunderlich of USMEF, and the distributor for a press luncheon, waitstaff and culinary staff training program, and invitation-only seminar for local chefs.

Events like this grow brand awareness and increase sales while promoting the Hilton to local chefs and consumers.

Mayan Palace in Puerto Vallarta, Mexico, hosted its second CAB steak fest in December. The USMEF and CAB invited Chef Saverio Stassi of the Dominican Republic and winner of the USMEF culinary contest to demonstrate popular new CAB cuts, including tri-tip, *teres major* and chuck flap.

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Chef Rivera of the Mayan Palace described the event as very successful and enriching. These types of promotions strengthen the brand's value to licensed partners while promoting brand partners and increasing their sales.

**Merry Christmas**

CAB and the Palace Theatre, Albany, N.Y., hosted a pre-event reception for the Ronald McDonald House Dec. 13, 2006. About 150 donors, sponsors, board members and volunteers of the Ronald McDonald House viewed "It's a Wonderful Life" and enjoyed a CAB steak dinner. The reception included a raffle for \$75 of CAB product from licensed retailer Price Chopper, a steak knife set with a \$10 coupon, and barbecue set with a \$10 coupon.

**Retail run**

More and more retailers are taking opportunities to improve their business with

the CAB brand. Four retail store groups were recently licensed through the Certified Grocers distribution network: Fairplay Finer Foods of Chicago (eight stores); Butera Finer Foods headquartered in Elgin, Ill. (11); Super Low Foods of Wood Dale, Ill. (three); and Caputo's Fresh Markets, headquartered in Addison, Ill. (five).

A new, 75,000-square-foot Market Street store recently opened in Lubbock, Texas. CAB brand Natural will be in the service meatcase and a 4-foot (ft.) section of the self-service case. Both the meat director and meat merchandiser are pleased with the brand's popularity with customers.

**Good cattle fed right**

The staff of Beller Feedlot, near Lindsay, Neb., like a challenge. They continually strive to get groups of cattle that qualify for the CAB 30.06 program. Recently the family-owned feedlot reached Silver standing. Since licensing in 2001, they have harvested more

than 1,000 head that were 30% CAB brand and Prime, with no more than 6% outliers.

"It's always a goal, because it's hard to do," says Terry Beller, manager of the 5,000-head yard. "It's hard to get that high of percentage of CAB with no discounts."

Their success is based on management at the feedlot and the type of cattle they recruit.

"You need the genetics to start and then you put the whip to them with sorting," Beller says.

One example of the right kind of cattle came from longtime customer Jim Skavdahl of Crawford, Neb. Three sorts of his Beller-fed cattle met the 30.06 standards (see Table 1).

"We've been doing AI (artificial insemination) for a long time, but we've been paying attention to carcass traits for about six years now," Skavdahl says.

The 66-head top group of his cattle went 33.33% CAB, plus 3% Prime, and more than 70% were yield grades (YG) 1 & 2.

"We concentrate on positive carcass traits, but it's a combination," he says. "They have to be fed right, too, and Bellers do a good job at that."



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 2006**



In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or Certified Angus Beef® (CAB®) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). 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 at least one discount problem.

Licensed CAB® Feedyard	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Chappell Feedlot	33 <sup>b</sup>	H	30.3	42.42	3.0
Chappell Feedlot	80	H	28.8	39.74	5.0
Irsik & Doll Feed Yard	24	M	58.4	33.33	0.0
Beller Feedlots	66 <sup>b</sup>	H	71.2	33.33	3.0
Beller Feedlots	19 <sup>b</sup>	H	47.4	31.58	15.8
Beller Feedlots	31 <sup>b</sup>	H	80.7	25.81	9.7
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Hora Prime Beef	13 <sup>b</sup>	M	7.7	46.15	30.8
Thomas County Feeders Inc.	62 <sup>b</sup>	H	16.1	41.94	9.7
Beller Feedlots	47 <sup>b</sup>	H	76.6	38.30	6.4
Thomas County Feeders Inc.	47 <sup>b</sup>	H	40.5	38.30	2.1
Chappell Feedlot	21 <sup>b</sup>	M	57.1	38.10	4.8
Thomas County Feeders Inc.	74 <sup>b</sup>	H	34.3	36.49	1.4
Thomas County Feeders Inc.	66 <sup>b</sup>	S	30.3	36.36	4.5
Irsik & Doll Feed Yard	25	M	8.0	34.78	0.0
Beller Feedlots	79 <sup>b</sup>	S	13.9	34.18	2.5
Beller Feedlots	48 <sup>b</sup>	H	37.5	33.33	4.2
Thomas County Feeders Inc.	79 <sup>b</sup>	S	18.4	32.89	5.3
Thomas County Feeders Inc.	55 <sup>b</sup>	H	38.2	32.73	0.0
Thomas County Feeders Inc.	62 <sup>b</sup>	S	3.2	32.26	8.1
Thomas County Feeders Inc.	40 <sup>b</sup>	H	22.5	30.0	12.5

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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

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To order CAB merchandise, visit [www.angussalebarn.com](http://www.angussalebarn.com).

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).