



# Brand News

► News and highlights from **Certified Angus Beef LLC**,\* compiled by **Laura Conaway**, Certified Angus Beef LLC

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## Take 'em off the fire

Chefs will tell you the sign of a successful culinary event is when people leave satisfied, but yearning. Attendees at the ninth annual Cayman Cookout Jan. 12-15 showed all the signs, asking for more *Certified Angus Beef*® (CAB®) brand treats prepared only for show.

The opening reception draws renowned chefs and patrons from all over the world. CAB Culinary Arts Director Tony Biggs and Education and Culinary Center Chef Ashley Breneman planned a visual experience for those eating on the beach.

"Chef Tony and I did full tomahawk ribs over an open fire, while we had braised short ribs on the other side," Breneman said. "Everybody loved it so much that we had to take the tomahawks off the fire and carve them."

After two hours of lines and more than 600 ribs served, they ran out of product.

"Apart from just being a celebration of food, the caliber of chefs in attendance was over the top," she said. "The Grand Cayman Islands are the capital for food in the Caribbean, so if you want to be known in the culinary world, you're going to attend."

Those who are widely known were asking about the CAB brand and where to buy.

"As I'm watching and meeting all of these chefs I've read about throughout my education and travels, to be working next to them representing the brand, it was surreal," Breneman said.

A surprise, too.

"I've worked for the brand for four years, and it seems silly every time I'm surprised



that people know about us and love what we do," she said. "Speaking just for chefs, they love our consistent product. They love our relationship with the ranchers who supply it. It's really special to feel their gratitude."

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

## Ranch days reveal impact

You can memorize the facts and hear the stories, but there's nothing quite like seeing it for yourself. CAB brand ranch days are no exception.

Sysco Central Florida and Sysco Jacksonville joined forces with CAB to provide current and potential customers, as well as sales staff, a day on a local Angus ranch.

Nearly 60 men and women stepped off the bus and onto the green grass of Bill Freel and family's Country Oaks Angus, near Weirsdale, Fla. Cattle grazed in the oaken shade on a warm January day, while chefs and salesmen snapped pictures to show later.

After the veterinarian rancher shared his life's story with the group, his children and grandchildren spoke of their commitment to quality, displayed by a prepared CAB lunch next to the pasture.

Alex Grimmond, Sysco Central Florida business development manager — as well as premium proteins and CAB specialist — had attended a ranch day before and helped get more of his team to this one.

The Sysco team aimed to invite influential players in their respective businesses, both big and small.

"One of the chefs who attended on behalf of a big hotel here in Orlando, we've been working on that account for a while, but they've never bought from us," Grimmond said. "We visited the ranch on Wednesday, and on Thursday our sales rep walked into their corporate office and the whole office was talking about CAB."

We sold it to them for the first time ever, so it did work. It made a lasting impression.

"Grimmond anticipates similar stories in the coming weeks.

## Beef in paradise

Mexican beaches and top-notch service, a

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## Meanwhile at the ECC

Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

From cattlemen to media guests and scientists to chefs, more than 325 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within Brand News will help keep producers current on recent events there.

- ▶ Demistoks, Jan. 4
- ▶ US Foods Tampa, Jan. 4-6
- ▶ Sysco Cincinnati, Jan. 10-11
- ▶ Tyson, Jan. 12-13, 18-19
- ▶ Master of Brand Advantages Class 12.2, Jan. 23-27

## Digital extras

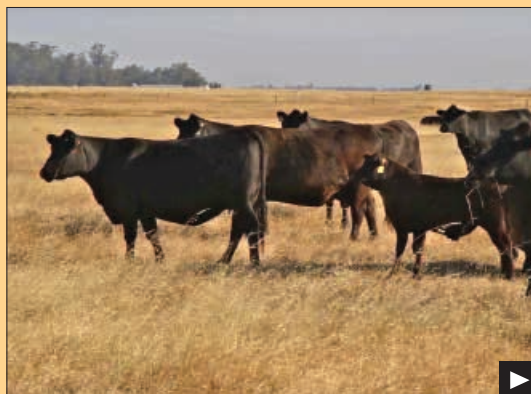
Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url ([www ...](#)) for each video is also provided for our print edition readers.



Kevin Hill, Merck Animal Health technical service veterinarian, talks management that adds value — and ways to capitalize. Here's the clip: <https://www.youtube.com/watch?v=-9fQf5jRpls>.



Allan Sents of McPherson County Feeders discusses how genetics and management have come together to increase carcass quality. Here's the clip: <https://www.youtube.com/watch?v=cd2yef-eUr0>.



Dave Hamilton and nephew Richard of Hamilton Bros., Rio Vista, Calif., talk about similarities and differences in raising multiple species on their land, where quality always pays. Here's the clip: <https://www.youtube.com/watch?v=e28qGcn3-jg>.



Robin Falkner, technical services veterinarian for Zoetis, uses analogies to talk about management in the beef business. Here's the clip: [https://www.youtube.com/watch?v=YB8TSsgu\\_xk](https://www.youtube.com/watch?v=YB8TSsgu_xk).



luxury, all-inclusive resort — what could be better?

Perhaps dining on the highest-quality beef while enjoying all that the popular tourist destination Playa del Carmen has to offer.

Wish granted. Earlier this year, Paradisus, a popular chain of high-end vacation destinations, signed on to serve only CAB at one of its premier locations.

“In this region, this is the first time that a luxury, all-inclusive hotel converted all their beef offerings to CAB. The majority of the all-inclusives are very price sensitive,” says Ivette Cortes, executive account manager for Central and South America.

She and CAB teammates Geof Bednar and Matt Shoup helped host a media event to kick off the partnership. There, 130 guests, including 25 from local and national outlets, were treated to a CAB buffet with tomahawk rib roasts, short ribs and skirt steaks, while they heard from Bednar and hotel management.

“Paradisus Playa del Carmen is a pioneer, in many ways, by taking the first step to offer only high-quality products to its customers,” says Cortes, who expects other properties in Cancun, Playa Mujeres and Cabos to follow suit.

Distribution partner ComNor/Sigma made the connection that is expected to boost CAB sales in the region.

“It’s also exciting from a positioning standpoint,” she says. “For our brand to find itself in a high-end resort such as Paradisus, the association consumers will make with the two premium brands will benefit both parties.”

### New VAP items add variety, value

Schmacon™ brand of beef bacon is one of

the latest CAB value-added products to hit the market, along with close to a dozen others that have debuted in recent months.

It cooks in about half the time of pork, and offers an alternative for consumers who avoid “the other white meat” for dietary or religious reasons.

“We have a lot of great partners coming to us with some great, unique ideas,” says Erin Lucci, assistant director of product marketing and strategy for CAB. “Typically in value-added products we work on marinated or cooked meats, not beef bacon and demi glace.”

Beyond Schmacon, here’s a run-down of what else is new:

- Long-time brand partner John Soules is selling three new fully cooked offerings: a branded smoked brisket, a cooked brisket and a shredded beef option.

- New partner Demistok is using flat CAB beef bones to create “a clean, velvet-textured” demi-glace, Lucci says. The thick brown sauce will be used by foodservice partners for a variety of dishes.

- From diced taco meat to a bacon-wrapped petite tender, Golden West is adding to its CAB offerings with multiple new items packaged for retail.

Beef consumers across the country will have more CAB options, but it’s also good news for cattlemen.

“With this surge of new value-added products, I immediately think of carcass utilization,” Lucci says. “If more of a CAB carcass can earn a premium, that eventually trickles back.”

### A new kind of Bull Pen

For those who produce premium beef,

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► Earlier this year, Paradisus, a popular chain of high-end vacation destinations, signed on to serve only CAB at one of its premier locations. Pictured are (from left) Alvaro Madero, foodservice director, Comnor/Sigma; Geof Bednar, CAB director of international; and the Paradisus Playa del Carmen’s Annette Koelemeij, hotel manager; Valentin de la Hera, executive chef; and Attila Gombos, director of food and beverage.

a “bull pen” is where the herd sires stay when not on pasture. For CAB specialists at foodservice partners, it’s about to mean something else.

Revealed this month at the annual CAB Specialists Seminar in Mobile, Ala., Bull Pen is an added element that gives preselected sales specialists 90 seconds each to share a successful marketing promotion. They tell

about something they’ve done along with their return on investment. Of course, it has to be entertaining.

“The audience as ‘Bull Pen’ will vote for their favorites in three categories,” says Kelly Murray, CAB assistant director of foodservice marketing. Those three are promotions, customer events and sales team trainings.

The game show type program will be complete with commercials to promote new and improved CAB resources for foodservice representatives.

There are two main reasons for putting on the event, Murray says.

“First is to showcase the amazing talent out there and highlight successes,” she explains. “Second, we want to inspire others and generate ideas among them, so they can come up with their own great promotions or emulate what they see on stage.”



**Editor’s Note:** *Laura Conaway is producer communications specialist for Certified Angus Beef LLC.*

### New partners in BC

CAB recently licensed Hardy sales in Langley, B.C., Canada, and three upscale grocery stores it supplies in Vancouver, B.C.

“The three Fresh Street Markets offer quality perishables and wholesome groceries to target consumers who are looking for healthier options,” says Dana Bean, CAB independent meat specialty director.

Those stores are owned by H.Y. Louie in Burnaby, B.C., where Meat Director Jim Liston says CAB is “a perfect fit for his meat departments.”

The February launch at Fresh Street Markets featured CAB strip steaks, sampled to customers on Valentine’s Day, Bean says.

“This gives consumers in the Vancouver market another option for purchasing the *Certified Angus Beef* brand,” he says. Meanwhile, he adds, the Hardy Sales team is excited to be partnered with CAB and looking for other opportunities to sell the brand in B.C.

