



Brand News

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

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To order CAB merchandise, visit
<http://pos.certifiedangusbeef.com>.
For recipe ideas, storage and handling tips,
restaurant listings, retail store locations
and cooking information, visit
www.certifiedangusbeef.com.

Youth Beef Leaders apply now

Applications for the *Certified Angus Beef*® (CAB®) brand's 2018 Youth Beef Leaders event are available until Monday, Nov. 13. All eligible youth are encouraged to apply.

Hosted at CAB's Culinary Center in Wooster, the Jan. 3-4 gathering will bring together members of the National Junior Angus Board (NJAB), the newly crowned Miss American Angus and others from the United States and Canada to learn from one another and experience personal growth.

The brand has added five more seats to qualified candidates interested in joining. Those selected will be granted an all-expense-paid trip to join the 2018 class.

CAB Production Brand Manager Kara Lee explained those sponsorships were added to engage with young Angus leaders who may not hold a specific position within the breed.

"We want to reach out to the young people who are passionate in learning about the brand and invite them to join in with those already set to attend," Lee said.

Working alongside CAB staff and fellow Angus youth, participants will discuss topics such as the global protein market, strategic marketing methods and beef consumer demand.

Applicants can be junior, regular or life members of the American Angus Association and between the ages of 17 and 22 as of Sept. 1, 2017.

Visit www.cabpartners.com or email klee@certifiedangusbeef.com to apply.

Growth in the Middle East

The brand licensed and launched a major retailer in the United Arab Emirates (UAE) this September. Lulu Hypermarket, one of the biggest retail chains in Asia and the largest in the Middle East, now carries a full product range of CAB middle meats and end cuts, beginning in five selected stores with plans to expand throughout the UAE.

"This was a unique scenario for the brand as we sought out, identified and pursued a regional retail partner," Jessica LoPresto says. As CAB's executive account manager for the Middle East, she knew the brand's strong presence in the foodservice industry there left significant room for growth in the retail sector.

Her team researched retail chains by evaluating their locations, customer bases and offerings of premium American products. The process was long and extensive. It was important to choose a partner with the right store elements, along with the opportunity to expand into other Middle East markets such as Kuwait, Bahrain, Qatar and Oman. Lulu has 128 outlets in the Gulf Cooperation Council of nations.

"We spent six months identifying who we wanted to work with. It only took two meetings for them to choose the brand and then seven months to get the supply chain set up and running," LoPresto says. "Once they

heard about who we are and what we could offer in terms of educational and marketing support, they were immediately on board."

A training day in Mushrif Mall, Abu Dhabi, brought together store managers and butchers to cover topics that included brand specifications, CAB's extensive product-tracking system and the range of information needed.

The retailer had never directly imported product from the United States, so beef sold in September was shipped by air. It plans to follow that with regular shipments by sea. That first month, LoPresto says, was to gauge customer consumption to better plan future orders.

"We're taking it slow," she says. "We want to make sure their supply chain is moving smoothly, stores are merchandising properly and staff are comfortable talking about the brand, as they'll be the model stores to train others from future locations.

"There was a significant amount of training that went behind this," LoPresto says, given that many staff were unfamiliar with the American beef industry in general. "They have a very diverse customer group and want to attract an even higher-end clientele by way of offering the CAB brand."

Lulu has 128 outlets in the Gulf Cooperation Council (GCC).

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

Meanwhile at the Culinary Center

Since its establishment in February 2012, the CAB Culinary Center 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, hundreds of groups have visited the Wooster, Ohio, venue from all parts of the world. This Culinary Center column within Brand News will help keep producers current on recent events there.

- ▶ ITO Ham, Sept. 5
- ▶ Gordon Food Service, Sept. 6
- ▶ PFG Roma, Sept. 6
- ▶ Latin American Sales Training, Sept. 7
- ▶ Sysco Cleveland Customer Day, Sept. 11
- ▶ Purely Meat Co., Sept. 12
- ▶ Chef David LeFevre, Sept. 13
- ▶ Sysco Master of the Plate Series, Sept. 21
- ▶ Beijing Salta Trading Co., Sept. 25-26



Cured for a cure

There are restaurants with a name and others with a purpose. Chef Steve McHugh's Cure Restaurant in San Antonio, Texas, is the latter.

The young cancer survivor opened the charcuterie-focused spot in late 2014 and recently hosted Cured for a Cure, a way to give

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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. Visit www.cabpartners.com or www.angus.org for more information.



Dan Basse, president of AgResource Co., predicts an upward trend in cattle and grain prices. He shared a market update at the recent Feeding Quality Forum. Here's the clip: <https://www.youtube.com/watch?v=0LcbjzmFgj4>.



Jay Stomprud, of Stomprud Angus near Mud Butte, S.D., shares his unconventional route to ranching, and how that shapes his perspective on producing for the consumer. Here's the clip: <https://www.youtube.com/watch?v=A15qjmCCmNo&>.



Kara Lee, CAB production brand manager, talks about the logo that can help both registered breeders and commercial cattlemen who want to target high-quality beef production. Here's the clip: <https://www.youtube.com/watch?v=5IqsJJ28oBA>.



Geof Bednar, international director for CAB, talks about what the Chinese market could mean for sales of high-quality U.S. beef. Here's the clip: <https://www.youtube.com/watch?v=Yfe1eVxut8>.

back to the Leukemia & Lymphoma Society. The Sept. 11 event featured four renowned chefs and five dishes.

CAB Brand Ambassador and Executive Chef Jeremiah Bacon, The Oak Steakhouse, was set to attend and feature the product but September's Hurricane Irma derailed his plans.

"We wanted to be there to support Chef Bacon, as well as speak with the other high-profile chefs and media in attendance," CAB Brand Manager Nicole Steiner says, noting a silver lining. "The other chefs ended up preparing his dishes for him, working with and experiencing our product."

After attending the media and chef reception the night before, Steiner took live video of the event via the Instagram story feature for brand followers to view from afar.

"Not only was this a signature account event," Steiner says, "it was an opportunity for one-on-one relationships with high-profile chefs while supporting a great cause."

More than 150 people purchased tickets to the event that raised \$81,000.

McHugh, who uses two CAB items on his menu at Cure, looks forward to hosting this event across the country and visiting the brand's Culinary Center.

Sysco ranch day, Montana

In an ongoing effort by Sysco Montana to continue to engrain their customers in the culture of the brand, the Billings-based distributor hosted a CAB ranch day. The Sept. 12 function at Green Mountain Angus Ranch, Ryegate, Mont., was set up like the one hosted by Vermilion Ranch, Big Timber, Mont., last fall.



► Billings-based Sysco Montana hosted a CAB ranch day. The Sept. 12 function at Green Mountain Angus Ranch, Ryegate, Mont., was set up like the one hosted by Vermilion Ranch, Big Timber, Mont., last fall.

"Instead of taking their entire sales team, this event held more of a customer focus," Kara Lee says. The CAB production brand manager said it was nice to partner with ranchers Tim and Kris Todd, who showed 35 attendees the ins and outs of their Angus seedstock operation. The guests represented 17 different accounts, from licensed partners to others interested in CAB.

"For some, it was a customer-service visit," Lee says. "For others, it was a chance to meet some of the faces behind the brand and sample the product in an outdoor setting."

For all, it was an opportunity to show beef customers more about "the people who are supporting this brand while learning more about local Angus production in the state of Montana," she adds.

One licensed account, The Burger Dive, was featured on an episode of the Travel Channel's *Man v. Food*, which aired just prior to the event.

Those in attendance were served a CAB brisket lunch catered by Sysco Montana.



Dominican Republic launch

In three months extending into late summer, CAB launched three new distribution partners in the Caribbean nation of the Dominican Republic.

The licensees, ABS/Suminstros del Este, IMEX and Petro Antillana, serve the main city of Santo Domingo, as well as hotel businesses in surrounding areas.

Ivette Cortez Villa, CAB executive account manager for Mexico, Central and South America and the Dominican Republic, said Petro Antillana started in 2001 with a vision of serving customers with frozen products, but has since expanded to produce new and higher-end culinary options.

"With the introduction into the Dominican market, together we can be stronger and extend the face of quality," she says.

"The companies launched the *Certified Angus Beef*® brand earlier this summer and both events brought customers together to experience the product and learn about the brand."

