

branched into Facebook and Twitter, and most recently launched the “Black Ink with CAB” blog (www.blackinkwithcab.com).

The names are an extension of the Black Ink column that has run in newspapers across the country for more than decade. The messages focus on production and management ideas that can add black ink to a

ranch ledger’s bottom line, regardless of breed, color, ranch size or history.

Following @BlackInkBasics on Twitter will allow instant updates from conferences, feedlot visits, ranch tours and other production-related events. Becoming a Facebook fan of “Black Ink with the Certified Angus Beef brand” gives viewers access to the

latest data, research, news and photos that pertain to quality beef production.

Information shared on Facebook, Twitter and the blog is direct, concise and filtered to focus on beef quality and profitability. That’s a resource that can’t be beat when time is tight on the ranch.



What’s Cooking at CAB

With Chef Michael Ollier

Serving all licensees

There are more than 6,800 restaurants around the world that proudly serve the *Certified Angus Beef*® (CAB®) brand. I’d like to say I’ve visited most, or even half of them, but I’m only one man! I can tell you that I relish the time I spend in any one of them. It’s so interesting to see what other chefs do with their menus, the atmosphere of the restaurant, the clientele they attract and how they uniquely market the brand we hold in common.

Our public relations team (which includes the culinary staff) recently had the opportunity to visit The Greenhouse Tavern in Cleveland, Ohio, for an intimate experience with one of those licensees. We spent the day with owner and chef Jonathon Sawyer, eating our way through his foodie menu, learning about his culinary concepts and brainstorming ways our team can better serve all CAB restaurants.

Now, finding ways to support and promote all 6,800 licensed restaurants is a huge task. They’re all unique and have different needs. Take The Greenhouse Tavern, for example. Jonathon brings so many inventive and unique ideas to his restaurant. He’s certainly on the forefront of the culinary scene. In 2010, the Tavern and Jonathon were named in *Bon Appétit* magazine’s “Top Ten Restaurants in America” and *Food & Wine* magazine’s “Best New Chefs.” That’s a pretty cool deal.

What’s so unique about his culinary world starts with the name of the restaurant. There is literally a greenhouse on the roof of The Greenhouse Tavern. Jonathon grows a lot of his own herbs, spices and vegetables that he uses in the restaurant. He makes his own assortment of vinegars with which to cook. The Green Restaurant Association named the Tavern as its first certified “green” restaurant in Ohio because of its focus on organic and



► **Left:** The CAB public relations team spent a day with chef Jonathon Sawyer, eating our way through his foodie menu, learning about his culinary concepts and brainstorming ways our team can better serve all CAB restaurants.

environmentally friendly ingredients and practices. That includes serving CAB brand Natural products. You can feel the laid-back, grassroots-type atmosphere in everything Jonathon does at the restaurant.

Just last month, CAB, Chef Sawyer and a couple other licensed restaurants teamed up in South Beach-Miami for a huge culinary festival. One of those other restaurants was Red, the Steakhouse with chef Peter Vauthy, who’s also made quite the name for himself. Red was honored at the National Cattle Industry Convention this year with a Beef Backer Award as Innovator of the Year. Both

leaders in the business, the Tavern and Red have very different concepts. Red is a hot place on the trendy Miami food scene. It’s sleek, modern and uber-stylish. It also focuses on CAB brand Prime beef.

See, that’s the cool thing about working with our licensed restaurants. I love experiencing these different concepts that are the best in their class. Whatever that class is — going green or being red hot — these restaurants want to be the best, and that includes serving the best beef available.

It’s surprising to me how similar these chefs are to the cattlemen and women I’ve met since working for CAB. You’re all different and have unique focuses on your ranches. But what sets you apart and ahead of the pack is a desire to be the best in your business, whatever that is. I hope that means producing more high-quality beef that supplies product to the wide variety of chefs with the same drive.

That’s what’s cooking at CAB!
Until next time,

— *Chef Michael*

