

Playing the Trump Card

Growing Angus demand in a triangle of excellence.

by Jennifer Kiko

Donald Trump's business sense is legendary. Through lucrative real-estate transactions, overseas holdings and a popular television show, his famous portfolio continues to grow. He expects, and accepts, only the very best.

When Trump determined to offer the world's greatest steaks, he searched for the best beef available and found it in the *Certified Angus Beef*® (CAB®) brand. Trump has partnered with Certified Angus Beef LLC (CAB) and The Sharper Image — a specialty retailer known for offering cutting-edge products — to market Trump Steaks™. The premium line of CAB brand Prime steaks and burgers was unveiled in 187 The Sharper Image stores throughout the United States in early May. Trump Steaks was launched at a press conference in New York City May 8.

Offering “the world's greatest steaks” to consumers seeking the very best beef delivered to their home was a natural extension for Trump. His restaurants at Trump casinos in Atlantic City already serve both CAB brand products and CAB brand Prime. The restaurants include High Steaks at Trump Marina Hotel; Safari Steakhouse at Trump Taj Mahal; and Max's Steakhouse and 24 Central Café at the Trump Plaza Hotel.



PHOTO COURTESY OF S.LOVEKIN/WIREIMAGE.COM

► It's only the best for Donald Trump (left), and when it came to beef, Trump chose to associate his name with CAB® brand Prime. The famous entrepreneur has partnered with CAB and The Sharper Image to market Trump Steaks™, a premium line of CAB Prime steaks and burgers.

“For years, people have told me the steaks in my restaurants are incredible,” Trump said, “so it makes sense that we expand our business to offer Trump Steaks to consumers everywhere.”

Trump Steaks are available through The Sharper Image stores, catalog and at www.thesharperimage.com. They are carefully aged, individually sealed, flash frozen and packed in dry ice. They are shipped to customers in a distinctive black-and-gold presentation box, each clearly identified with the CAB brand logo.

“When we were approached with the opportunity to partner with Trump Steaks and The Sharper Image, it was an exciting and logical venture,” said CAB President John Stika. “What has resulted is a ‘triangle of excellence’ represented by CAB brand Prime, the highest-quality beef available, in addition to the world-class experience synonymous with anything associated with Trump, and

all made available for delivery to your door through The Sharper Image. With such a partnership, consumers can be assured they are purchasing the absolute best-tasting beef money can buy.”

And indeed, Trump Steaks do cost a pretty penny. There are four unique packages ranging in price from \$199 to \$999, each with a variety of CAB brand Prime cuts, including filet mignon, cowboy bone-in ribeyes, boneless New York strips, and Trump Steaks CAB brand burgers.

Who would buy Trump Steaks? Only time will tell, but the Trump signature represents superb quality — from elite properties to luxurious lifestyles with the finest amenities. Trump's reputation speaks for itself. CAB brand Prime is the best of the best, meeting nine more quality specifications than USDA Prime. The Sharper Image catalog has a circulation of 5.5 million, not to mention in-store shoppers and online customers.

Opportunity comes knocking

The chance to partner with Trump Steaks came to CAB through licensed distributor Buckhead Beef Northeast, South Plainfield, N.J. The company supplies Trump's Atlantic City properties with CAB brand and CAB brand Prime products.

The partnership has garnered media attention in an entirely new customer base. The press conference at The Sharper

CONTINUED ON PAGE 80



PHOTO BY DEANNA WALENCIAK

► CAB staff Kyle Miller and Sarah Donohoe prepare product for a video shoot to promote CAB's partnership with Trump Steaks and The Sharper Image.

Playing the Trump Card CONTINUED FROM PAGE 79

Image in New York City's Rockefeller Plaza was attended by *Home* magazine, *Gourmet* magazine, *People*, *New York Daily News*, and *Every Day with Rachael Ray*, to name a few. Trump Steaks was mentioned — and even spoofed — on “Late Show” with David Letterman, “Entertainment Tonight,” “Saturday Night Live” and “The Tonight Show” with Jay Leno. Donald Trump was featured on the cover of The Sharper Image's June 2007 catalog.

Media interest and related opportunities continue to arise. While the publicity is promising and continues to raise brand awareness, it's not the only effect of the partnership. The association with Trump Steaks is a golden opportunity for Angus producers as well.

Since it began, CAB has been based on a pull-through demand that starts at the consumer level. When the brand is

associated with another image like Trump, the quality perception of beef is elevated in the eyes of consumers.

“Clearly we expect the visibility for beef, and in particular the CAB brand, to have an added benefit of creating additional pull-through demand,” Stika said. “Certified Angus Beef is owned by the American Angus Association and its 35,000 members. Since Day 1, our mission has been to increase demand for registered Angus cattle. We do that through a specification-based program that focuses on delivering superior taste to consumers.

“This partnership with Trump Steaks, as well as CAB's relationships with all of its retail and foodservice licensees, is an opportunity to bring greater value and benefit to the production of high-quality Angus cattle. This partnership will increase demand for CAB and will drive demand for registered Angus cattle throughout the supply chain.”

Hitting Prime standards

CAB brand Prime is produced by five licensed packing companies throughout the country. Fiscal year (FY) 2006 sales reached 5.2 million pounds (lb.). The future looks positive, as sales are up 10% for the first half of FY 2007. The brand value created by Trump Steaks will help drive total sales and increase the

need for more cattle hitting the CAB Prime standard. Currently, less than 1% of all beef hits that mark. It's a target to shoot for that is not easily achievable — but it is possible.

“With proper selection and management, producers can clearly hit this kind of target,” Stika said. “From a coordinated production system standpoint, we now have tools to make genetic progress, and to properly manage and grow cattle that hit a CAB brand Prime end point.

“The exciting part about that, is not only are we in an environment today that allows the technology and resources needed to succeed, we're also in a demand-driven economy that pays producers to do it. Significant premiums are available for those producers who can hit that quality end point — that premium is driven by growing demand for high-quality CAB product,” Stika said.

The response from the brand's licensed partners as a whole has been very positive. “Anything we can do to increase consumer awareness that there are differences in quality — even within the Angus category, will benefit our entire network of 13,500-plus licensees across the country,” Stika said.

In the know

It will be interesting to follow the promising and profitable path of Trump Steaks — how sales affect supply, affect demand and increase consumers' love affair with great beef. With a spokesperson like Donald Trump, it's sure to be entertaining. There is one certainty, as Trump himself admits: “I understand steak ... it's my favorite food. And these are the best.”

AJ

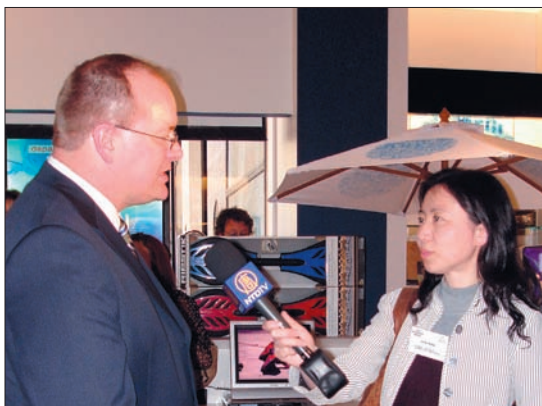


PHOTO BY DEANNA WALENCIAK

► **Above:** The partnership has garnered media attention in an entirely new customer base. The press conference at The Sharper Image in New York City's Rockefeller Plaza was attended by *Home* magazine, *Gourmet* magazine, *People*, *New York Daily News*, and *Every Day with Rachael Ray*, to name a few.

► **Right:** The Sharper Image Chairman Jerry Levin (left) visits with Donald Trump (center) and CAB President John Stika.



PHOTO COURTESY OF S.LOVEKIN/WIREIMAGE.COM