

Bryan Schaaf: Back on the Meat Speak Podcast, powered by the Certified Angus Beef brand. Bryan Schaaf join in studio. We've been doing so much via Zoom, it's so good to have live people here in studio. Chef Tony Biggs, meet scientist, Diana Clark. Guys, how're you doing?

Diana Clark: Excellent.

Tony Biggs: Outrageous.

Bryan Schaaf: Nice.

Tony Biggs: Nice.

Bryan Schaaf: It's funny to see you, Tony. Usually, it's on the Zoom screen now.

Tony Biggs: I know, right?

Bryan Schaaf: I feel like you-

Tony Biggs: Do I look different [crosstalk 00:00:28]?

Bryan Schaaf: You look taller.

Tony Biggs: Have I aged a little bit, or?

Bryan Schaaf: I think you've-

Tony Biggs: Have I dry aged a little bit?

Bryan Schaaf: Do you have a little funk about you?

Tony Biggs: Well, yeah. Good to see you.

Bryan Schaaf: Good. See you too. Diana, all good on the baby home front?

Diana Clark: Yes, we are making it. Still no sleep, but it's great. They got baby smiles, so that makes it worth it.

Bryan Schaaf: But is that an even trade though?

Diana Clark: I think so. I mean, you stop. Honestly, when that smile, they're just so stinking cute. Then they wake up at 2:00 AM and 4:00 AM, but then they smile in the morning. You're like, "God, you got me again."

Bryan Schaaf: I don't know. My kids are 12 and nine. It's well weared off. It's not an even trade anymore.

Diana Clark: See [inaudible 00:01:09] still got it a little bit. So we'll see how that goes when they get older.

Tony Biggs: And I'm a grandfather, so I got you all beat.

Bryan Schaaf: That's right. Tony can sleep through anything.

Tony Biggs: Absolutely. Yes, yes.

Bryan Schaaf: So we're golden. Joining us here in studio, actually, this is kind of rad as we continue to evolve as a podcast, it's our first four-microphone setup. Right? I feel like we're entering into Beastie Boys territory here, right, between the three of them, and the producer, and all that. Right? We have our producer, social media guru, lacrosse coach, you name it, master fixer of all things, social media, Paige Clayton. How're you doing, Paige?

Paige Clayton: Hey, guys. Good to actually be on this side of the podcast.

Diana Clark: Yeah. It's nice to have you.

Bryan Schaaf: Right? Well, we wanted to have you come in here because as this episode unravels, our listeners are going to hear a lot more of you. So we want to make sure we give this its just diligence leading in. Paige is actually leading the interview portion of today's podcast with Chef Peter Rosenberg, who if that sounds familiar, go back to season two. There's an episode all about biltong that we talked about. Chef Peter, I mean, he's the meister of the biltong. He's actually from Rhodesia, which turned into Zimbabwe, for those of you who are geography buffs, which biltong is just something they've always done over there. But the two of you took a journey down to Buffalo Gap, Texas recently to talk with Tom and Lisa Perini, James Beard Award winners, Texas as it gets.

Before we roll into this page, can you talk to us a little bit about that? Right? You're an Ohio kid going into Texas, right? I mean, was your jaw on the floor pretty much the whole time?

Paige Clayton: Well, I'll say it was a very different experience from the Dallas airport to Buffalo Gap, Texas. Buffalo Gap has population of probably around 400 and some. So going from what I thought Texas was to seeing Texas was very different. I actually called my dad the week before and I was like, "Dad, I'm going to Texas." And he was like, "What part, kid? It's a really big state." And I was like, "I think it's just outside of Dallas." And then I realized I actually had a layover in Dallas. So it wasn't as close to Dallas as I thought.

But the Perinis are awesome. Tom and Lisa were awesome. It was a great, great conversation. Super kind people in Texas, big-hearted people. Really learned a lot, excellent food. We were down there because Perini Ranch Steakhouse

actually won our Legendary Steakhouse Award this year from Certified Angus Beef. And I can confirm the stake-

Diana Clark: Pretty legendary?

Paige Clayton: ... is legendary. It was amazing. I came home a couple pounds heavier, but it was well worth it. Whatever you got to do for the brand, right?

Bryan Schaaf: That's an even trade. As we look at the Perinis, you mentioned there are legendary steakhouses, which our awards are always cool. They have been recognized by the James Beard Foundation as an American classic, which every year at the Beard Awards, I've been to three or four of them, that's always my favorite category of restaurants, because those are those restaurants that have withstood the test of time, right? They're the ones that have continued to persevere, some through world wars, some through economic downturns, great depression. They're still doing their thing. They are the embodiment of what American cuisine is.

This old school steakhouse, Chef Tony, that old school steakhouse man, you're from Boston originally, Boston area. So much of American history goes back there. What is it like for you? For somebody who has traveled the globe, obviously you grew up in that area, you grew up in America, right? But to see these steakhouses, these American institutions still going on, is there ever going to be a time when that's not in fashion?

Tony Biggs: I don't think so. I've lived in different countries all over the world. And what I notice about those folks is they want American. And what is more American than apple pie? It's a really good stake, and how we prepare the stakes as well. I've been to other countries where I've had meals where it's not so great. It's because of the training. They don't know the American way. And this was brought up by our forefathers from Texas and Oklahoma in the Midwest that knew how to cook beef, open fires. Right? And so that's why we are the leaders in the steakhouse.

And now, you go around the country, you go around the world, you can see different steakhouses like Outback. Okay? That's a brand, but you know what, you can find it in Japan, you can find it in the Middle East, Asia, wherever, and they're just popping up everywhere. So it's amazing to see that, that we're still going really strong with our foundation of meat.

Bryan Schaaf: Excellent. Diana, how about for you from a meat science standpoint? You meet with a lot of chefs, right? It seems like in a day and age, everybody's looking for what doesn't anybody else know about, right? We throw out all these cuts, some that you can't actually get your hands on, unless you're willing to buy a big piece and cut it down into little pieces, right? Places like these though, if it's not broke, don't fix it. Right?

Diana Clark: Yeah, that's-

Bryan Schaaf: Is there something the heartwarming about that?

Diana Clark: I mean, I am definitely a person, I wish I was born in the '50s, or actually I should say teenage years in the '50s. I would love it. So stepping back into a steakhouse is like stepping back in time. There's one right outside of the suburbs of Chicago that they haven't changed a thing since about 1960, and I go in there, and it feels right. You feel like you're living in your parent shoes, and it's just neat to see where they've been. And that's the cool part too. You walk into Perini Ranch, and you think, how many other people have actually dined and sat here, an anniversary celebrated, engagements, and all that, these milestones all under this one roof is really cool to see.

Bryan Schaaf: Outstanding. Well said. On that note, we are going to take a break, and we are going to send this all the way down to Buffalo Gap, Texas. It's funny, Paige, you said just outside of Dallas. In Texas terms, two and a half hours, that really is right down the ... Right? That really is just down the street in Texas terms. So Buffalo Gap, we'll get more into this when we come back, if you guys wouldn't mind sticking around.

But for the next, we'll say half an hour, 40 minutes or so, enjoy meeting Tom and Lisa Perini from the iconic Perini Steakhouse in Buffalo Gap, Texas with our pal, Chef Peter Rosenberg and Paige Clayton, guru of all things, social media, and now master interviewer. We'll be back in a few.

Paige Clayton: All right, back to you on the Meat Speak Podcast, powered by the Certified Angus Beef brand. You've got Paige and Chef Peter, coming to you from Buffalo Gap, Texas. We have taken a road trip. I promise guys, I am the same Paige that Brian likes to reference in many of his episodes. I have stepped out from behind the velvet curtain this time, and Peter and I have gone wild. We've taken the podcast on the road. So stick with us here for the next couple of minutes as we interview some legendary steakhouse icons, and let's talk food, and let's talk Texas.

So our guests today are the embodiment of all that is grand about Texas cuisine. As the founders and namesakes of the iconic Perini Ranch located in little old Buffalo Gap, Texas, about 200 miles west of Dallas, or in Texas terms, just down the road, their steakhouse has achieved just about every honor that can be bestowed upon such an establishment, including being featured in countless glossy publications, The Today Show, Good Morning America, and most recently, as one of Oprah's favorite things from 2021.

They've been tabbed an American classic by the James Beard Foundation, signifying them as one of the great American institutions in the food world, cooked on the White House lawn, feeding Congress, and served as representatives for the U.S. Meat Export Federation as true ambassadors of

American cuisine to the globe. In the words of their founder, they are trying to be Texas, they are Texas. Please welcome to the podcast two of the most genuine humans you'll ever meet, the legendary Tom and Lisa Perini. Welcome to the show, guys.

Tom Perini: I'm going to say welcome to the ranch.

Paige Clayton: Welcome to the ranch.

Lisa Perini: And Tom, I think legendary means old. I'm pretty sure.

Tom Perini: I kind of took it.

Lisa Perini: I'm pretty sure that's what it means.

Peter Rosenberg: Well, let me correct that. Legendary means classic, and you guys just do it right. You've done it right from the beginning, and you continue to do it right.

Tom Perini: Well, we try hard. Thank you, Peter. Thank you.

Lisa Perini: Some days go better than others.

Paige Clayton: Peter, why don't you start off and tell us how you know these guys? Let's walk down memory lane a little bit.

Peter Rosenberg: Love to.

Tom Perini: Be a little careful.

Paige Clayton: Tread with caution.

Lisa Perini: We've already had photographs out earlier.

Peter Rosenberg: I think one of the funnest things is I was a chef of a hotel chef, and we owned our own restaurant, a catering operation called Delicate Texas Food Creations and Catering, and the Texas Beef Council, U.S. Meat Export used to use me as a consultant as they did Tom, and we used to be able to pair together in different entities, and travel all over the world, and also to a beef council location and bring people here to the Perini Ranch.

And that was like magic. When you walked through the doors here, it was a memory that you never forgot. And I think that's what the legacy is all about, is you create a memory of both flavors, and events, and education, and just memories. And people left here best friends forever, and they still communicated with each other. And Rosemary said to me today, that's my wife, said those were some of the funnest times we ever had.

- Tom Perini: And great memories. And just like you were saying, we did travel a lot in the early days, and doing this and that. That was very important to the beef industry, and how we're doing it. So we do have some fun stories and some we probably shouldn't tell. But it's with the steakhouse, the word experience is very important. It's not only our quality of beef, and how we prepare it, and the experience you have when you're having it dining is the key.
- Peter Rosenberg: So one of my funnest memories, I guess was at Watt Matthews Ranch. I've been a chef, done big events, executed big events, weddings and so on. And here's Tom in the middle of nowhere out on a ranch, and a thousand guests have been invited from all over the place. And it's a ranch outside, no tents, no cover, no nothing under the stars type deal. And they're going to reenact the fandangle Texas heritage history storytelling live, and all these people, it's the party to go to, place of the event of the year to be at, coming in from all over Texas, flying in, driving in. And it's about a half a day's ride from the [inaudible 00:12:13] street to get to the actual ranch house-
- Tom Perini: You're right.
- Peter Rosenberg: ... how big it is.
- Tom Perini: You're right.
- Peter Rosenberg: Right?
- Tom Perini: It is a big ranch.
- Peter Rosenberg: And here's Tom cooking prime ribs out in the middle of nowhere, big parts of beans and corn, and a chuckwagon. And from a chef's standpoint, this was magic. Tom, tell us about that.
- Tom Perini: Well, and it still is. I mean, the chuckwagons are romantic. I don't know if they're romantic when you're working in one, but from other people watching you, and they think, "Oh, this is great." But a chuckwagon really is a food wagon. They're early food trucks, and that's where you keep all your equipment. So you have a chuckwagon and big cast iron pots, and you're using wood for your fires. And for example, when we were doing prime rib, we had this great big pits, and we'd burn the wood down, mesquite wood, down the coals and shovel it in, and it was a long process, and it was good. But it was one thing with Mr. Matthews. He wanted his meat, I'm must say medium rare. He really wanted it rare. And so I had to cook a little more, but he didn't want it. He was very particular about it. But it was fine, and we cooked a lot of beef, and served it to a lot of people.
- Paige Clayton: That's awesome. What a great story.
- Tom Perini: It is a great story.

Paige Clayton: I love that. I love the history. But-

Tom Perini: And just thinking about it, I mean, this was a long time ago, and we're still telling the stories, and they still have the fandangle, and I don't know if they're having any kind of cooking with it now. But in the early days, it was real, and that was very important.

Lisa Perini: And the fandangle started in the 1930s. Excuse me. And so that history of that party had gone on for decades, and it was the most sought after invitation in Texas. Really cool.

Peter Rosenberg: I think one of the coolest things about food, and this is sitting at this table over here in reminiscing on this, it's the storytelling.

Paige Clayton: Absolutely.

Peter Rosenberg: And you didn't have to say a word to anybody about anything. That memory, I bet everybody's told that story a hundred times of-

Tom Perini: I agree.

Peter Rosenberg: ... driving up-

Tom Perini: I agree.

Peter Rosenberg: ... and all of a sudden, then you saw a longhorn just on the one side, a table, a chuckwagon, and people sitting down, enjoying themselves to a meal that they never expected, prime rib, no less for a thousand people in a ranch outside under the sun.

Tom Perini: And the thing is the chuckwagon is known by cowboys and people who've been in ranches as the kitchen. So when you're saying, "I'll meet you at the wagon," you know exactly what it means, and everybody comes to the wagon. So that's how we use that. We had the dinner bell, and we'd ring it, and all of a sudden, a thousand people start migrating down, which to a cook or a chef, that's kind of a little nerve-

Lisa Perini: Kind of scary side. Isn't it?

Tom Perini: ... a little nerve wrack.

Paige Clayton: A little intimidating.

Tom Perini: But it worked. A chuckwagon only served 12 to 15 people. So a thousand is a little.

Paige Clayton: It's really pushing the limits.

Tom Perini: But it was fun. It was fun, and good memories, and we still are telling the stories-

Peter Rosenberg: [crosstalk 00:15:26].

Tom Perini: ... after all those years.

Peter Rosenberg: Right.

Lisa Perini: And we're still catering with the chuckwagon.

Tom Perini: I had to watch all the time though. We had these big cast iron pots, and Peter was eyeing them. And I said, "Peter, stay away from me." [inaudible 00:15:40] back with the measuring tape. I said, "Peter, don't measure the pot." I had to watch all the time.

Peter Rosenberg: I was thinking, maybe I could get one of these on the plane home.

Tom Perini: Yeah.

Lisa Perini: Yeah.

Paige Clayton: No. That's awesome, that's awesome. So let's dive in a little bit around Perini Ranch and this amazing property. Guys, I wish you could see where we are at right now. When Chef Peter first told me we were going to Perini Ranch Steakhouse, I thought, "That's great. I've never been to Texas before. This will be really cool." My eyes were open. I was ready. Guys, this is a steakhouse on a ranch, hardcore steakhouse on a ranch. It's beautiful. We spent probably 10 minutes outside earlier, and I didn't even want to come inside. Texas is just such a beautiful state. But tell me a little bit about this place, the property, I mean, this little town, Buffalo Gap, your Texan cuisine. Walk us through, how did Perini Ranch Steakhouse kind of form?

Tom Perini: Well, my father bought this ranch in 1952 when I was a young boy, and he bought it because he loved ... We have a little bitty mountain range, and in Texas we call 300-foot-high hills mountains. They'd laugh in Colorado. But there really is, Buffalo Gap, there really is a gap in the mountains where the buffalo would travel through. And in the spring, they would come from the south, and in the winter, they'd come back through. So that's where the name came from.

But Buffalo Gap is a nice little town. I think it's 460 people. Where we are, the steakhouse, this was an old barn. We've added on to it since. But we're not on the highway. I mean, it's not something that you drive by and see. You've got to know where you're going. And when we first opened this up, it took about 12 years for it to really work because we didn't follow any of the plans, where you're supposed to be on a corner, or in a downtown area. Out here, we did the steakhouse in this old barn that was 200-yards off the road.

And so it took a long time for it to work. But when it worked, all of these things that I thought were negative became positives, because people love to come out. And so we have big live oak trees, and it really is a beautiful place.

Paige Clayton: Yeah, absolutely, absolutely. Let's talk food, my favorite thing.

Tom Perini: Yes.

Paige Clayton: Your menu, how has it changed since you first opened this place, or has it not? What are some of those staples, those items you can really, really cling to?

Tom Perini: I will try to make this short, but when we opened the steakhouse in 1983, and it was a barn, the kind of food that we had prepared, but we were cooking prime ribs and big pots of beans and stuff. I thought this is great, this is what we'll do. And we opened with big chief tablet for our different items. And it was very simple. We did not want to do anything, we did not want to fix French fries or baked potatoes because everybody else was.

So we developed our own line of vegetables that we still used to this day. And because we had to break free from a lot of the big chains and things like that, so it was a very simple menu. And beef, of course, has always been the center of the plate. And so this is how it has developed. Now, the steakhouse menus are larger, and our catering menus are pretty impressive. But the steakhouse has basically stayed the same. Lisa?

Lisa Perini: For sure, I think the steakhouse is really focused on what it's true to its roots, I guess. And we cook the way we like to eat. We're not afraid to season, we're not afraid to ... If it's spicy or salty, it's meant to be because that's how we like it. And so we love to cook, and we love to eat, and we love to share that at the table, and our customers seem to enjoy it too.

So I think that's the one thing. And we make everything from scratch, as opposed to a lot of restaurants that aren't able to do that anymore. We get in here at 7:00 in the morning, and there's a team that's making salad dressings and making desserts, and everything's made here on site, and we're really proud of what we serve.

Tom Perini: And when you come in the morning, we have fires built outside. We're made our own coals to cook with. And so when we cook a steak, good beef, Certified Angus, we put our own steak rub on it. We have a mesquite pit that we put coals in. But we also have a little flame. We put in a little wood, so we have flame. So when you put that steak on the grill, it's kissed, I guess, is the word with the flame. And so it gets great color and a little char, and now all of those flavors really make a good steak.

Paige Clayton: Oh, I'm going to start drooling in a second. I wasn't hungry until now. That's amazing. That's-

- Peter Rosenberg: So to brag on you guys, I mean, from a chef's standpoint, when I first met you, and we were coming out here to Perini Ranch, every chef in the back of their mind, when they go somewhere, they say, "I want to see one thing that I've never seen before that is probably a game changer, something that you can emulate and copy, and that type of thing."
- So we had lunch here one day, and one of the steak sides was a green chili cheese hominy. And I got to tell you, that was a game changer for me, and I loved that, and I told Tom, "Tom, I'm going to be famous after this day. I'm going to take this recipe, and I'm going to share it." And every place I've ever gone and I've introduced that. Chef Tony, one day we were talking, and he said, "Show me something I haven't seen before." So I said, "Okay." And we did that, and I said, "It's hominy." And he said, "No, you're not. Don't be serving that stuff over here. I do not like hominy, do not want hominy. And no, it's not going to go." I said, "Just let me make it, and then you can tell me."
- It's a staple at our place now, and we showed all these steakhouses and people, and we share it, and include you in the story. It's storytelling because that's [crosstalk 00:22:29].
- Lisa Perini: That's not what I've heard. I heard it was Chef Peter's hominy.
- Tom Perini: I was going to talk to you about that. But-
- Peter Rosenberg: Well, we are recording right now.
- Tom Perini: Yeah. We'll discuss this later.
- Lisa Perini: It sounds good. But it's funny about the hominy because when we serve it on a buffet especially, people will go, "These are the best potatoes I've ever had, or look at the mac and cheese with green chilies." And we usually don't say anything, and just kind of nod. And then they go, "This was amazing." And we go, "We know, it's hominy." And they're like, "What? What are you talking about hominy? What is hominy?"
- Tom Perini: But now think about this story, that is not the normal thing that you might now after talking, but we had to break out of the mold. I said, like a baked potato, we really don't want to do a baked potato. We love them. But in the old days, they had some kind of contraption they had put on the table that had fake sour cream, and fake bacon, and whatever.
- Lisa Perini: Remember the three compartment thing?
- Tom Perini: Yeah. [crosstalk 00:23:26].
- Peter Rosenberg: [crosstalk 00:23:26].

Tom Perini: And I said, "We're not having that on the table." We do a potato. It's a cowboy potato, but it has a little bacon fat, grease, or whatever you want to call it now. But I mean, it's cut up and it's wonderful. But we don't have that funny little contraption that goes on the table. I have [crosstalk 00:23:45].

Lisa Perini: Maybe we should bring those back. I don't think anybody has those anymore.

Tom Perini: I know.

Peter Rosenberg: I don't think you could buy those anymore. It was like a little yellow net-

Tom Perini: I'm going to offend somebody.

Peter Rosenberg: Little yellow lemon wraps.

Tom Perini: Oh, yeah.

Peter Rosenberg: Remember those?

Tom Perini: And I think one thing that has helped us in what we're doing is we had to do something to get people to come out here.

Paige Clayton: Absolutely.

Tom Perini: I mean, it's not a bad drive. It's a 20-minute drive from Abilene, but to get people to come out here, you have to do something that's different because there are lots of great restaurants, and steakhouses, and everything.

Lisa Perini: We like to kid that when you look up destination restaurant in the dictionary, there's a little tiny picture of Perini Ranch in there because it is just ... I mean, you can't explain a destination restaurant anymore than this. And I went to a marketing seminar one time with the restaurant association, and they said, "If you're marketing more than five miles outside your front door, you're wasting your time." And I was like, "Oh, I'm in the wrong seminar because there's nobody five miles from our front door."

Peter Rosenberg: Right.

Paige Clayton: Right, right. No, you have to get people out here. I mean, Tom, you mentioned it a little bit earlier, you were doing something so off the beaten path that what you once thought was maybe going to be a negative is now such a positive.

Tom Perini: Well, we do a demographic every year, and 60% of our business is with 150 miles of here.

Paige Clayton: Wow.

Tom Perini: 60%.

Lisa Perini: That's what we call local, is 150-mile radius.

Tom Perini: Yeah. 30%-

Paige Clayton: That's Texas local.

Lisa Perini: Yeah, yeah.

Tom Perini: 30% is outside of that, and 10% is outside of Texas. So we have people that drive in that pass 10 steakhouses, and they just enjoy.

Lisa Perini: But then the pressure's on, and that's where the hard part comes in because they have such an expectation that we really are ... It's true pressure to deliver every time. We try hard.

Peter Rosenberg: But you're a destination steakhouse, and you have a ... People have a definite memory of a great experience that they had. Every time they come and every time they leave, they talk about the next time when they're coming back. Unlike a golfer who has a really bad round of golf, still comes back to play, over here, they never have a bad experience. It's consistent. It's always been consistent, and it continues to be a legacy.

Tom Perini: And consistent is one of your, I'm going to use the word prime or choice, but it's a word that in our business is very, very important. And if you're not consistent, you're [crosstalk 00:26:18].

Peter Rosenberg: Oh, it's part of our daily vocabulary around here. It has to be every day. Absolutely.

Tom Perini: And so Peter, when we started this, when Lisa and I got married, we were both very involved with Texas Restaurant Association, and we had a lot of people. The steakhouse was here, and a lot of people warned us to become a chain. And Lisa and I stopped, and I said, "I really don't want to be a chain," and Lisa said the same, but we've decided that we want to be as good as you can be or the best with one restaurant. And for us, it has worked. If there was a Perinis down the highway 20 miles from now, why would you come here?

So this whole feeling of being on the ranch, and being with the live oaks, and being in this little funny building, and people coming in and having fun, and celebrations, and kids out on the patio, I grew up in the old days where they would have a concrete dance floor and yellow light bulbs, and people would be out, and they'd be drinking a cold beer. And mom and dad would be sitting having a cold beer, and granddad would be on the dance floor with the kids on his feet dancing. And I've never forgotten that. Lo and behold, just happened to have one in the backyard. But it works. It is that old time feeling.

Peter Rosenberg: It's a romance.

Tom Perini: It's the romance. And I don't know if you remember that, but children would actually standing on the parents' feet when they were dancing and stuff.

Paige Clayton: Oh, I used to do that with my dad all the time.

Tom Perini: Well, and that's that-

Paige Clayton: You just pulled my heartstrings, Tom.

Lisa Perini: Yeah.

Tom Perini: No, but that is that wonderful. So when people come out and see it, I had one story I'm got to tell quick, but a lady was here, and she said, "Mr. Perini," and said, "I'm hearing a sound that I don't ... It brings back a memory to me, and I don't know what it is." And I said, "What is it?" And I kept listening and listening, and she said, "Oh, that was it." And I said, "That's a screen door closing." Now, think about that. That's a screen door-

Peter Rosenberg: Screen door closing.

Tom Perini: ... closing.

Peter Rosenberg: Yeah.

Lisa Perini: It's a country thing.

Paige Clayton: Oh, I grew up [inaudible 00:28:33]. Yeah, I know what a screen door closing sounds like.

Tom Perini: But you know how it slaps?

Paige Clayton: Yes.

Tom Perini: And so when you're here and you're saying that brings back memories with you dancing and all these things, that's the experience. That's the fun part. And then you have a good meal on top of it, and you're going to come back.

Paige Clayton: Oh, you just feel so comforted and at home.

Lisa Perini: Yeah.

Peter Rosenberg: Well, I think to both of yours credit, Lisa and Tom, both of you have taken that one step further. Your customers have become your friends, and your friends become like family. And when somebody gets married or somebody wants to have an event or something like that, you guys actually go and cater this. So you

didn't need to have multiple chain operations because your business is driven by the people that love you, and you fill that void.

Tom Perini: And we're not opposed to chains. But for our operation here and for what we are doing, this works for us. And there's lots of restaurants and a lot of restaurants with good food, and we're very thankful for that. But this just happened to be our niche. And we work very hard with it, and it's kind of grown, and we have a catering business, and we have guest quarters, and we have ... It's all kinds of different things that have spurred off of all this concept, but it's working. And so here we are.

Paige Clayton: So tell me a little bit about your catering business. When did that seed get planted? How did you branch from this one brick and mortar concept to, "Let's take this ranch food off the ranch?"

Tom Perini: Well-

Lisa Perini: Here, it started the other way around, catering first.

Tom Perini: We started catering first. So years ago, I was in the commercial cattle business, black Angus. And we had a big operation up around Stanford, Texas, and I really didn't have a real background in the cattle business. So it happened when my father passed away, I didn't know what to do. And so came back and I did that. But the cattle business is a hard business.

And so I found out that you can buy the best horse, the best saddle, the best boots, the best spurs, the best leggings, the best everything, and get on that horse, and that does not make you a cowboy. To be a cowboy, you have to have cow sense, you have to be raised in the country. You've got to be able to look at that cow and know which way it's going to break to, or how to do it. And I didn't have that.

And when I finished in the business, I had it. But during that early time, we had ranch chuckwagon. And so I'd go out, take the wagon out, and after we made a first drag with cattle, I'd go start cooking lunch or whatever. And so that's how I got started in the chuckwagon doing. And then a lot of the big ranches around us, the SMS Ranch, the Pitchfork, the 6666, the Matador, all these big ranches had retired their chuckwagons. They were taking food out in a pickup and with ice chest in the back, and that's what they were doing. And so they would call us or call me at the time and say, "We want a party for 200 people for a horse sale, or we're celebrating something. But we want you to bring the wagon." They said, "We'll supply the mesquite wood and the beef, and you bring your cowboys." So we'd go over there, and we'd do it. We'd cook, and that's how it started.

So that same method of cooking and same, that's what has come to the steakhouse. And so we've catered, I mean, now, honestly all over the world, and

it's a big part of our business. So besides having the steakhouse, and then we have a catering crew, and now we have a mail order business, and it's all ... But everything's tied around beef. I mean, that's the one thing that binds it.

Paige Clayton: Amen to that.

Lisa Perini: Yeah.

Peter Rosenberg: So Tom, there's a saying, have knives, will travel.

Tom Perini: Yes.

Peter Rosenberg: And so I'm going to throw a bone at you real fast here. So when I travel, I take my knives. I put them in my suitcase, and they get packed inside. When you travel, and we took and travel, you went to Japan, what did you take? A chuckwagon? Tell us about that.

Tom Perini: Well, 1990, the Texas Beef Council sent us over to Japan, and to bring US beef to Japan. And so we had now what we call a container. We took two containers. We had a chuckwagon in one, and tents, and shovels, and in another one, we had mesquite wood and all this stuff, so we could cook in Japan. We got our beef from the Panhandle. We shipped it from San Diego to Tokyo. I think it took 30 days to get it there, all the meat packed in ice.

And then with our crew from the Texas Beef Council, and Richard Wortham, and all these names from the past, we went out, and we would set up ... Matter of fact, Richard bought my knives and stuff in Tokyo. And so we would go out to the country, and we would set up at different stores, and we'd set the chuckwagon up, and we'd cook prime rib and hear all these cowboys, and they didn't know what to expect when they saw us. But at that time, they were getting all their beef from Australia.

Lisa Perini: Australia.

Peter Rosenberg: Australia.

Tom Perini: And it was all frozen grass-fed. And so we come in. So we have 30 days on all these prime ribs that were at that point choice. And so we'd cook them, and we'd slice them and come them up in little pieces, and people would taste them, and they loved it. We had a band called Charlie, Nagatani & the Cannonballs, and they would sing songs all in English. I promise you, they did not know one word that we're saying. Whenever I laughed was making love in all the wrong places.

Lisa Perini: Rookie.

Tom Perini: Rookie. Yeah. But that was a song, and I know they didn't have any idea what they were singing.

Peter Rosenberg: What they were singing.

Tom Perini: So that was their favorite. So we were there two weeks. We traveled all over Japan. It was like a circus. We would move and set up and cook, we would move and set up and cook.

Lisa Perini: That's still what catering is like.

Tom Perini: It is. But we did this in Japan in 1990. And when we came home, we found out that one of the people that owned a big grocery store chain had been one of the people that came to our wagon.

Paige Clayton: Wow.

Tom Perini: And they started putting in small cases. I'm talking about a case that might be three feet by three feet of US beef. In history, I mean, Japan is a great source of our American product. And so what the beef council wanted to achieve, we achieved. But having the excitement, go to Japan with Texas cowboys, and chuckwagons, and leggings, and fire and smoke, I mean, it was-

Paige Clayton: Talk about colliding cultures.

Tom Perini: Oh, boy. But they had a good time, and we had a good time, and we achieved what we wanted to do.

Paige Clayton: That's awesome.

Tom Perini: And that's good.

Paige Clayton: That's incredible.

Peter Rosenberg: And when you talk about colliding cultures, the U.S. Meat Export and Texas Beef Council used to bring very big on education. And so every time they brought a group in, part of the education was coming here to bring you ranch and bring you people, and showing them an actual working ranch of the sort, and the restaurant, and the magic behind it. And I can guarantee you that if you asked any one of those thousands of people that have been through here what their funnest event was, what the best time they ever had, it would be a visit to Perini Ranch.

Tom Perini: But it was honest. It was when they came out here, we took them to the Matthews Ranch, or wherever the Texas Beef Council would send us. We were being honest. It was true. I mean, it was really the truth, and people know that. And so it did work, and we haven't done anything for the Beef Council in a long

time. I know they've done a great job, and a lot of the people that we worked with are no longer there. But they have done a great job, and been a great job to the beef business.

Peter Rosenberg: Amen to that.

Paige Clayton: That's awesome. You mentioned it a little bit earlier, but you guys have had some awesome award opportunities, and just opportunities to do some amazing things. I mean, James Beard Award, cooking for the White House. But what wow memory, I can't believe we got to do that to this day still stands out in your mind?

Tom Perini: Well, anytime you cook for the president of the United States, it's a wow memory. And we cooked for Governor Bush for several years. When he became president, he was kind enough to invite us to cook for him. And I'm not going to go into the story much, but our first time we cooked for him happened to be 9/11.

Lisa Perini: As president, first time as president.

Tom Perini: Yeah.

Paige Clayton: Wow.

Tom Perini: And that was not the time to be in Washington. And so of course, the party was canceled. It was a party for 1,400 people on the side lawn of the White House. And of course, that was when the world came to a standstill, and we were there for four, five days before we could even get out, and the president could not have been nicer. But after that, we came back the next year and catered the party.

And then he invited us to cater, we catered a party for the president of Russia, the president of China, president of Mexico, all of these people that you get back and you look ... I mean, there are times now that we sit back and laugh and say, "Did we really do these things?" But we did. And the one thing is there's a level of stress there that when you're cooking for the president of the United States and the president of Russia, boy, you better be right. I mean, this isn't the time to experiment.

But looking back, and you said, "Which ones do we remember?" But those are famous people, but we have cooked for literally thousands of people in catering all over the United States, I mean, in New York city, in all over the United States, taking chuckwagons and cowboys. But we've tried to be true. We have tried to be ... When we cooked at the White House, I said, "We need some help." And they said, "Oh, we've got a lot of Texans up here, and we'll just get them some straw hats." And I said, "No, no, no, no." And I said, "We want real cowboys."

And I wanted to bring cowboys up from Taylor County and Shackelford county. And I wanted a cowboy that knew how to his hat off to a lady.

And I said, "Okay." And we brought these cowboys up. And of course, 9/11, it didn't work, but we did come back with them. But is the excitement. That's the true, that's-

Lisa Perini: Tom, and then there was that time that the chef at the White House thought it would be a good idea if you served chicken. Do you remember that morning?

Tom Perini: Matter of fact, I did.

Lisa Perini: That's a scary day.

Paige Clayton: That is never a good idea.

Lisa Perini: It was not a good idea.

Tom Perini: Well, this is before 9/11. So we went up, at least we were there, and they took us to the Roosevelt Map Room, which is in the bottom. And there used to be a oval table that was President Roosevelt's map table. It was gone, and these chairs were in an oval. Lisa, we were there, and there were these different women that were in charge of things, and men, and secret service, and-

Lisa Perini: It was the planning meeting for the parties that took-

Tom Perini: Planning meeting for the party, and the chef was there. And it's kind of awkward because you're sitting there, and there's no arms on the chair, and where do you put your hands? And there's not a place to write. And so they started the meeting, and we asked some questions. And the chef said, "All right, what are you going to fix the president?" And I said, "Well, this is what he wants." And I said, "He wanted tender loin. And we fixed fried catfish, and we had the hominy." And I forgot what else, bread pudding or whatever it was. And I said, "That's what he's asked for." And the chef now said, "Tom, you're in Washington, DC. You've got to fix some chicken." And I said, "No, sir, I'm not." And the room went deathly quiet. Lisa started getting her bag and saying this [crosstalk 00:42:05].

Lisa Perini: Packed my purse. I thought it was nice to have had a meeting at the White House, because this is as far as it's going to go.

Tom Perini: And so everybody else was twiddling their thumbs, and then we continued the meeting. But we were fortunate that evening to have dinner with the president and the first lady, and then there were about 10 of us, and we had dinner. And during the course of the dinner, the first lady, Mrs. Bush turned and said, "How was the chef?" And I said, "A little chefy." And that was it. And I was sincere about that. And the next morning when I went down, the chef, you would've

thought I was his brother that had been lost in the Batan that March. He said, "I loved your menu. I think it's fine, and I know somebody got a telephone call."

Paige Clayton: He changed his tune.

Tom Perini: Yeah. And we did fix some other things, not chicken. And we tell the story because it was being in this business, we're not cooking chicken. There are other things-

Lisa Perini: There was no chicken.

Tom Perini: We're fine with catfish, but there's just something about chicken we're not doing.

Paige Clayton: Absolutely, absolutely. So I could sit here and talk to you all day. I'm learning so much, but we have eventually got to let you get back with your day. But tonight is a super awesome celebration. We at Certified Angus Beef are super, super excited to have awarded Perini Ranch Steakhouse with the Legendary Steakhouse Award this year at our annual conference. And we come down here to celebrate. But looking back on your legacy, I mean, most restaurants don't really last past five years. You guys have made it tenfold. Sitting here and thinking about all these awesome memories, what does that mean? Tell us about how it feels to look back on that moment and realize you're not only kicking, but surviving.

Lisa Perini: Well, I started this by saying, I think she said we're all old. I think we should finish this, but I think she said we're all old.

Paige Clayton: I did not say they were old.

Lisa Perini: I think she said we're ... I don't know how to describe it. It's-

Tom Perini: We have tried to be true to our ... I mean, we're term mission, and that's overused, but we have tried to be true and do the best job we can do for everything, whether it's service, or food, or anything. And that's why we have lasted this long, because that feeling that we have is also enjoyed by the people who've come out here and have dinner. And I think that's the reason it's lasted this long. And we're not planning on shutting this thing down either. I mean, we're going. But I think being true, and doing the best job you can, and just being true to what you're doing. What else? Help me.

Lisa Perini: I think you're right. And I guess, we love to cook, we love to eat, we love to serve people, and it's a lot like work, but we sure enjoy doing it.

Tom Perini: But we are very flattered. We've received some very nice awards. So I'm going to tell you one as a finishing story, the James Beard Award. So when the James

Beard House notified us that we were getting this award, and it was for what?
The best-

Lisa Perini: An American classic.

Tom Perini: ... Best American Classic, she's already started to crack.

Lisa Perini: Which again, means you're old if you're classic.

Tom Perini: Honey, quit bringing this up. So we were going to get this award. And so I asked Lisa to call up, and it was going to get me a medallion. And I asked Lisa to ask if we'd get two medallions, one for Lisa one for me. And they said, "No." I said, "Tom's the one that started the restaurant. He gets the medallion." So we said, "All right". And so black ties in New York.

Lisa Perini: Lincoln Center.

Tom Perini: Lincoln Center.

Lisa Perini: Pretty fancy.

Tom Perini: Kind of walking down the red carpet deal, I mean, it was a big deal. There were two or 3,000 people there, and a lot of great big chefs. And I mean, these boys were the big boys, and we're coming from the country. And so Lisa gets all dolled up and looked beautiful, and I had my cowboy hat on and boots. And they call her name, and we walk out onto the stage, and they ... I forget this chef, but he said who we were and what we're doing.

And so he put this medallion around my neck. I took my hat off, he put the medallion around. And so I thanked everybody from the James Beard House. And I think we've cooked there, what, seven or eight times. I mean, a lot of times for Texas boys. And so I said thank you, and how much we appreciated, and how they'd helped us and what we had done. And then I asked Lisa, I said, "Hold my hat." And she did. And I took the medallion off, and put around her neck. So she's crying just like she is right now, and the crowd went crazy.

Peter Rosenberg: Great.

Tom Perini: We had two or 3,000 people standing up and cheering. And I thought, "What have we done?" And so after the event, I went downstairs, and Lisa was kind of up watching me, and I was completely surrounded by people, a lot of them women.

Lisa Perini: He was the most sought after gentleman in New York city that night.

Paige Clayton: I'm sure he was.

Tom Perini: No, but they said they didn't know that chivalry still existed. And I thought, I mean, this wasn't a planned deal. Lisa didn't know this-

Peter Rosenberg: So this is who you guys are.

Tom Perini: ... and then Lisa didn't know it was going to happen. And then it's finally Lisa said, "Come on, dummy. You've had enough of this." But it was one of those wonderful nights. And then we went out, and celebrated, and partied, and-

Lisa Perini: We did.

Tom Perini: And so-

Lisa Perini: It was fun.

Tom Perini: But we've had a lot of fun things and a lot of things written, and that's fun. But all of that's kind of part of what happens.

Paige Clayton: That's amazing. Wow. Peter, I don't know about you, but I could not have thought of a better way to spend my Tuesday afternoon.

Peter Rosenberg: Oh, this is great, great reunion. Rosemary and I have been friends with Tom and Lisa for-

Tom Perini: For a long time.

Peter Rosenberg: ... a long time. And you talk about being old. Well, I'm still a young kid, so I'm not going back.

Tom Perini: What is that kind of white in your ear? [inaudible 00:49:01].

Peter Rosenberg: We're not going to talk about that today, Tom. But it's just been awesome to see you guys grow, and as humbly as you are, continue to connect with people. And it's just a pleasure to see that you guys are not only in business to be in business, but you have a legacy and you have pleased so many people over the years with memories and things that they reminisce and talk about and-

Tom Perini: Well, thank you. Thank you. We appreciate that.

Peter Rosenberg: ... and educated. I mean, the education that you had shared and the knowledge that you shared with our industry makes you guys who and what you are. And we're just proud to be-

Tom Perini: Well, thank you.

Peter Rosenberg: ... partners with you, and we love you guys so much.

Tom Perini: And we appreciate everything you all have done. With the Certified Angus program, this has really helped us because it's given us the consistency that we need.

Lisa Perini: Yeah. It's that-

Tom Perini: And that is a very important-

Lisa Perini: ... commitment to quality and consistency is what we try to do every day, as we said earlier. But with CAB, we know that when we put that on the table, we as close to that as you can have without something that's manufactured. So it's just a perfect scenario for our business. And now we are introducing Certified Angus Beef Prime, which we love, and we're thrilled to share it with our customers.

Tom Perini: And we also have the choice.

Lisa Perini: Yeah, of course.

Tom Perini: yeah.

Lisa Perini: Yeah. So it's a fun time.

Tom Perini: And we're proud to be part of the team.

Paige Clayton: Couldn't have said it better myself, Tom.

Peter Rosenberg: You are the team.

Paige Clayton: We are the team.

Tom Perini: We're part of it, but we're glad to be part of it.

Paige Clayton: And with that, if you ever find yourself anywhere near Buffalo Gap, Texas, I strongly encourage that you make the drive to Perini Ranch Steakhouse, see what it's like to have a beautiful Certified Angus Beef steak in God's country.

Lisa Perini: You're going to stick around Texas, I can tell.

Paige Clayton: You might just have me. This girl from Ohio might just come back to Texas.

Lisa Perini: That's right.

Paige Clayton: She just might.

Peter Rosenberg: Might just be a waiting coming up here sometime soon, and they need a caterer.

Paige Clayton: Don't say that. My boyfriend listens to this podcast. He doesn't need any more pressure.

Peter Rosenberg: Chuckwagon wedding.

Lisa Perini: Oh, yeah, they got you covered there.

Paige Clayton: Awesome. Awesome. All right guys, tune in to Meat Speak podcast, powered by the Certified Angus Beef Brand. Check us out. Download this episode. Remember to subscribe, review, like, share us on social, give us lots of love, and we'll keep telling the beefy stories.

Bryan Schaaf: Back on the Meat Speak podcast, powered by the Certified Angus Beef brand. Brian Schaaf, Chef Tony Biggs meet scientists, Diana Clark and Paige Clayton, the social media guru coming to you in studio with the [inaudible 00:51:55] of the world headquarters of premium beef certified, Angus Beef. Feels good, just rolls on the tongue. That said, Tom and Lisa Perini, two of my most favorite, most genuine humans you'll ever meet, the story, I know Tom talked about it on stage at the James Beard Awards in 2014 when ... You know what? Beard Foundation, we love you, we know that you guys have rules that you have to follow. So you can only give out one medal. And for Tom to take that medal and put it on Lisa's neck, I mean, that just-

Diana Clark: That's a man right there.

Paige Clayton: So classy.

Diana Clark: That's a man.

Paige Clayton: When he told that story in Buffalo Gap, she is sitting at the other side of the table still crying, and that story is nearing 10 years old. It was just-

Diana Clark: Love it. I love it.

Bryan Schaaf: That's amazing.

Paige Clayton: ... classy.

Bryan Schaaf: It's so good. So Buffalo Gap, and one of the things we are lucky to be doing a podcast in this day and age where people have the ... they have this little tool called Google, right? We want you to go and look for those other materials that we talk about. And we want to send you down those rabbit holes, and Perini Ranch is a rabbit hole. It's less than 500 people. They're also home to the Buffalo Gap Wine and Food Festival, which actually brings some of the greatest chefs on the entire planet coming for this thing. Right? It's amazing. And at such a tiny town, but Paige, something that you said that jumped out of me, they're

not on the beaten path, right? This is a destination so much so that you said people would come up to the restaurant on horseback. Correct?

Paige Clayton: Yeah, yeah. So Perini Ranch Steakhouse really is on a ranch. I don't know exactly what I was expecting to walk into, but it was going to find a ranch, and there happened to be a steakhouse on it.

Diana Clark: That's awesome.

Paige Clayton: I would say it's in this little one stoplight town, but to be honest, I don't even know if I saw a stoplight in Buffalo Gap. And people come from all over. They have a couple of different houses on the property that you can rent. It really is a destination. And when I sat down at the awards dinner with some of their loyal, loyal customers, I mean, some of these guys had been eating there for 20 and 30 years.

Diana Clark: [crosstalk 00:53:57].

Paige Clayton: I was sat next to a guy who brings his kids to the restaurant because his dad brought him to the restaurant.

Diana Clark: Oh, that's cool.

Paige Clayton: And they're not close. Nothing in that part of Texas is really close by. I mean, it's a 45-minute drive to the steakhouse, and that's their Saturday night as a family, and that's what they want to keep doing, and they'll keep doing it.

Diana Clark: I love it.

Bryan Schaaf: It warms the heart, right? Makes you feel good all over. So just so we're clear, and you can rewind, right, it's always good to go back and listen to past episode, right? The episode we did, gosh, I guess about a month and a half ago or so with [inaudible 00:54:30] Daniel Vaughn from Texas Monthly, obviously very barbecue-centric. And when people think about barbecue, they think about Texas, right? I mean, Texas style barbecue is the most popular form of cue, honestly, in the entire world in a lot of ways. I mean, you look at ... I think he actually said when a new barbecue restaurant opens, of course, they're doing Texas style. But Texas much, much more so than just barbecue.

Diana Clark: Oh, yeah.

Bryan Schaaf: Diana, you guys have some favorite Texas style restaurants that are not barbecue when you're down there. I mean, a billion of them jump to mind, but I'll throw it to you guys first.

Diana Clark: Yeah. I mean, Taste of Texas, of course, that's like the first thing-

Bryan Schaaf: [crosstalk 00:55:06].

Diana Clark: ... that pops in. Just the experience there is phenomenal. I will have to say back to my meat judging days, because Amarillo was the first place we'd always go to, The Big Texan, we went there quite often whenever we were in Amarillo, given our budget and everything like that. And we were amazed by that 72-ounce sirloin steak that was eaten. But I never accepted the challenge, definitely not, but kind of tempted to try it, I'd say for sure. And that's a hot pepper on the plate, not a pickle, just to let everyone know that. Okay? Just let's clear the air on that one.

Paige Clayton: Speaking from experience.

Bryan Schaaf: Oh, that's awesome. You know what, I know they're big. There's a lot of units, but I love the Saltgrass.

Diana Clark: Oh, no.

Bryan Schaaf: Again, there are, and I forget how ... I think there's like a 100 of them across Texas. It's big. It's also extremely consistent though. And if I'm ever needing some late nights snacks, right?

Diana Clark: I've definitely tried to get them to put an establishment in Worcester.

Bryan Schaaf: Yeah. Right?

Diana Clark: Did not work.

Bryan Schaaf: Right?

Diana Clark: But I tried very hard.

Bryan Schaaf: Right. And of course, water burger. Right?

Tony Biggs: Yeah.

Diana Clark: Yes.

Bryan Schaaf: I know love the water burger. Right?

Tony Biggs: And don't forget Buc-ee's. Okay? Wow.

Bryan Schaaf: Cleanest restroom.

Diana Clark: Yes.

Tony Biggs: Are you kidding me? Buc-ee's is huge.

Bryan Schaaf: Buc-ee's is amazing.

Tony Biggs: They're growing countrywide. You can get anything from a brisket sandwich, to a sausage, to a pack of matches. Okay? And even armadillos, not real ones, but statues.

Diana Clark: Yes.

Tony Biggs: Okay?

Diana Clark: Yes.

Tony Biggs: Have you ever seen the armadillos run across your car right in front of you-

Bryan Schaaf: No.

Tony Biggs: ... in Texas?

Diana Clark: Yes.

Tony Biggs: They have me, yes, a huge armadillos, right?

Diana Clark: It's kind of crazy.

Tony Biggs: And the other thing I love about is ZZ Top. I mean, I love ZZ Top. Right? And they love steak. They love steak, those guys. Right? Come on, they know their beef.

Bryan Schaaf: Sign them up. Sign them up.

Tony Biggs: [inaudible 00:56:59] music, they know their beef.

Bryan Schaaf: Right. I will tell you, last time I was in Texas, my rental car, there was a tumbleweed blowing, right? I thought, "Oh, no big deal." Tumbleweeds are very heavy, actually. And if they blow and hit your car as they're moving, they'll actually do some damage. I was a little surprised by that. So if you're ever walking and a tumbleweed is coming at you-

Diana Clark: Run.

Bryan Schaaf: ... I would recommend stepping out of the way.

Paige Clayton: We did not see an armadillo or a tumbleweed, but I did see my first cactus in Texas.

Tony Biggs: How about a rattlesnake? Did you see a rattlesnake?

Paige Clayton: No, we did not. But Chef Peter decides we have a couple hours on Tuesday to walk around. So we go to Abilene State Park. Highly recommend if you ever have a free afternoon in that area. So we're walking around, and I've got jeans on and flats. Okay? I'm an Ohio girl. I was not raised to work in the cattle world. And I have these flats on, and Chef Peter's like, "Hey, watch your step. Make sure you're looking around." And I'm like, "Okay." And then he looks at me and he goes, "No." He goes, "The temperature dropped last night, so the rattlesnakes will be looking to take cover." I said, "Chef Peter, that is a really important piece of information that I should have known before I packed."

Diana Clark: Before you go in there.

Tony Biggs: Right? I mean, it's like playing golf in Texas too. You hit your ball left into the weeds, into the tumbleweeds. Heck, if I'm going to go find that. Right?

Bryan Schaaf: On that note, we're going to go ahead and put a bow on this episode. If this is your first time listening to the Meat Speak Podcast, powered by the Certified Angus Beef Brand, now you can find us across all of your major podcasting platforms, including Google Play, Apple and Spotify. If you could jump on the Apple icon, that's the little purple guy on your Apple phones, because I just assumed that the entire world is using Apple phones, probably incorrect [crosstalk 00:58:40].

Diana Clark: You'd be surprised.

Bryan Schaaf: There's a lot of them though, right?

Diana Clark: Yeah. Android is, yeah-

Bryan Schaaf: It's up there. Huh?

Diana Clark: ... it's got some business.

Bryan Schaaf: Interesting.

Diana Clark: Uh-huh (affirmative).

Bryan Schaaf: I haven't ventured there yet. But if you could, give us a star rating preferably five. Leave us a review. And actually, I've learned that the review doesn't actually mean anything. It's more so the act of leaving a writing or an actual review. Right? So keep us entertained. Give us something random, if you would, right?

Diana Clark: Please.

Bryan Schaaf: I love the deep thought. So until next time, we appreciate you tuning into the Meat Speak Podcast, powered by the Certified Angus Beef Brand for Paige, the

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social media guru, Chef Tony Biggs, meat scientist Diana Clark. I'm Brian Schaaf.
We will see you later.