

for immediate release

NEWS

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330-345-2333

Fax: 330-345-0808



Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2821

Phone: 785-539-0123

Fax: 330-345-0802

www.

certifiedangusbeef

.com

All Angus beef is not created equal

There are many brands of beef, but only one Angus brand exceeds expectations. Since 1978, only one brand has promised and delivered the most flavorful, tender and juicy cuts. The *Certified Angus Beef*[®] brand, as the original, has set the bar for high-quality beef and premium programs.

The success of the brand has spurred a cloud of “Angus confusion,” as other programs tout similar

Angus names. However, not all Angus beef is created equal. Each Angus program varies in its set

of standards, not always delivering consumers the quality they expect. That’s where the *Certified Angus Beef*[®] brand shines, consistently providing consumers the high-quality beef they crave.

Delivering consistent quality to consumers

The *Certified Angus Beef*[®] brand is the best Angus beef available. The brand relies on a set of 10 strict quality specifications – developed by leading scientists, researchers and academics – to consistently deliver a superior beef-eating experience.

The brand begins with Angus-influenced cattle, which are known to produce more highly marbled beef. Ten additional science-based specifications select only the best beef available. In fact, only 1 in 4 Angus cattle meet the brand’s high standards.

The brand also touts the industry’s most extensive tracking system, tracing product from U.S. Department of Agriculture (USDA) approval to restaurants and grocery stores around the globe. Thanks to this system, consumers purchasing the brand know they’ll enjoy consistently mouthwatering beef.

There’s Angus. Then there’s the *Certified Angus Beef*[®] brand.

- Founded in 1978 by Angus cattlemen, the *Certified Angus Beef*[®] brand is a not-for-profit subsidiary of – and the only brand owned by – the American Angus Association[®] and its nearly 30,000 rancher members.
- “Angus” is a breed of cattle. No other breed can match Angus’ marbling and ability to hit the high quality target.
- However, Angus is only a starting point for identifying the best beef. The true test of an Angus brand is its quality requirements or specifications. While there are many brands of Angus beef, each program has different quality specifications – or none at all.
- The *Certified Angus Beef*[®] brand has 10 science-based specifications designed to assure marbling, tenderness and consistency. USDA graders determine whether beef meets all of those standards and is eligible for the brand.

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- Only USDA graders can evaluate Angus-influenced cattle for the *Certified Angus Beef*[®] brand. This ensures completely unbiased approval.
- The *Certified Angus Beef*[®] brand is the only brand that tracks every pound of beef from USDA approval until it is sold to consumers.

The proof is in the partners

In 2011, 807 million pounds of *Certified Angus Beef*[®] brand products were sold at distinguished establishments around the world. Nearly 16,000 licensed retail and foodservice partners in the United States and 43 other countries offer the premium brand.

Consumers enjoy mouthwatering *Certified Angus Beef*[®] brand Prime entrées at fine dining establishments like The Waldorf=Astoria in New York City; Red, the Steakhouse in Cleveland, Ohio, and Miami; and El Gaucho restaurants in Seattle and Portland, Ore.

Saltgrass Steak House with 47 locations in Texas and surrounding states, John Q's Steakhouse in Cleveland, Ohio, and Taste of Texas in Houston are just a few of the notable restaurants that have built their reputations on the brand. Premium *Certified Angus Beef*[®] burgers can also be found at Hard Rock Café locations around the United States.

To find local restaurants and grocery stores that feature the brand, visit www.certifiedangusbeef.com.

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