

for immediate release
NEWS



30TH ANNIVERSARY

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certifiedangusbeef

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***Certified Angus Beef*[®] brand product offerings**

The Brand of Quality and Versatility

Introduced 30 years ago as a brand of premium beef, a full line of fresh *Certified Angus Beef*[®] brand products is offered today by an ever-expanding network of retail and foodservice partners. Less than 8 % of all beef earns the brand's quality mark, meeting 10 stringent standards that ensure flavor, tenderness and juiciness in every bite.

Today the brand reaches beyond its original scope, expanding its product portfolio in superior beef. From *Certified Angus Beef*[®] Natural and Prime to meatloaf and deli, each of the brand's extensions meet the high-quality standards that provide consumers versatility in the isle of premium beef.

***Certified Angus Beef*[®] brand Prime – the best of the best**

For the most discerning customers, there is no finer choice than *Certified Angus Beef*[®] brand Prime. In addition to meeting the USDA Prime grading requirements, it must also meet all 10 of the *Certified Angus Beef*[®] brand's quality specifications. Less than 1% of all beef can meet those exacting standards.

The world's finest steakhouses and fine dining establishments, including the famed Bull & Bear at New York's Waldorf=Astoria Hotel, are proud to feature *Certified Angus Beef*[®] brand Prime cuts.

***Certified Angus Beef*[®] brand Natural – a natural choice**

With *Certified Angus Beef*[®] brand Natural, hormones have never been administered. Antibiotics have never been used. And no animal by-products have ever been fed. This "never, never, never" commitment is distinctly different from many other "natural beef" programs.

Certified Angus Beef[®] brand Natural is raised by farmers and ranchers who are committed to producing the best natural beef. It is appreciated by those who want the promise of incredibly delicious beef – naturally.

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All cattle are traceable to place of birth. Plus, to earn the *Certified Angus Beef*[®] brand name, beef must meet all 10 of the brand's stringent quality specifications for flavor, tenderness and juiciness. It is the highest quality natural Angus beef available.

***Certified Angus Beef*[®] brand value-added products offer convenience**

A range of top-quality convenience items that satisfy a variety of tastes also carry the *Certified Angus Beef*[®] brand name.

Options range from heat-and-serve entrees, to premium deli meats, frankfurters, sausages, burgers, corned beef, and much, much more. These products offer the best of both worlds to consumers and foodservice partners alike: top quality and convenience.

Certified Angus Beef[®] brand frankfurters were featured at the 2002 Olympic Winter Games, where more than 100 franks were served every minute!

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