

for immediate release

NEWS



30TH ANNIVERSARY

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The *Certified Angus Beef*[®] brand

It all started with a bad steak

Perhaps it was fate. An Angus producer dined at a restaurant, and the steak was less than satisfactory. His experience would spark the creation of the first brand of fresh, premium beef and revolutionize the way beef is marketed. The progressive *Certified Angus Beef*[®] brand, now 30 years later, has become the mark of superior beef, recognized around the world for its tenderness, juiciness and unparalleled taste.

Today, consumers in 46 countries enjoy the high-quality products of the *Certified Angus Beef*[®] brand. Culinary experts from chefs to purveyors rely on its premium mark, leading it to be offered by more than 13,500 of the most elite restaurants and retailers across the globe. These partners support brand sales of more than \$2.7 billion each year, with product sales of 634 million pounds in 2008.

Based out of Wooster, Ohio, Certified Angus Beef LLC supports a network of global partners with an original, grassroots initiative. The company remains true to its roots, functioning as a nonprofit organization, created to build demand for high-quality Angus beef. The *Certified Angus Beef*[®] brand is the only brand owned by the American Angus Association[®] and its 33,000 rancher members. The brand today, takes its Angus story and superior beef to consumers around the world.

A symbol of excellence

Since the first pound of *Certified Angus Beef*[®] product was sold October 18, 1978, the brand has maintained its focus on quality, consistency and integrity. From day one, the brand has relied on science to identify the highest quality beef, ensuring consumers always enjoy the best.

A set of 10 science-based, quality standards represent the brand's high mark, ensuring consistently superior beef. These specifications, which were established by leading researchers and academia, address marbling, flavor, tenderness, consistency and appearance – all factors that play a role in producing the finest beef.

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Less than 8 % of all beef meets these 10 exacting standards and achieves the mark of the *Certified Angus Beef*[®] brand. These demanding expectations are the crux of the brand, building consumer trust and a quality reputation.

The brand that performs

The success of the *Certified Angus Beef*[®] brand has created a surge of Angus popularity, inspiring many other “Angus” brands and marketing tags. However, not all Angus beef is equal. Each Angus program has a different set of standards that do not always deliver the quality beef consumers have come to expect from the original brand. The true test lies in the taste, and the *Certified Angus Beef*[®] brand was developed to perform. The brand’s 10 quality specifications ensure consumers enjoy a mouthwatering experience each and every time.

In addition, the *Certified Angus Beef*[®] brand is upheld by U.S. Department of Agriculture graders, who evaluate beef to determine what meets the brand’s standards and earns the premium name. This third-party, unbiased approval ensures consumers receive only high-quality, great-tasting beef.

The *Certified Angus Beef*[®] brand also touts the industry’s most extensive tracking system to guarantee its mark of integrity. The brand tracks every pound of *Certified Angus Beef*[®] product from USDA approval to consumers.

A heritage from the heartland

Since the beginning, the *Certified Angus Beef*[®] brand’s dedication to quality has been built on a foundation of ranchers focused on raising superior beef. This cattlemen commitment remains true today as the brand drives the market for premium beef. The demand for Angus cattle is on the rise, and producers continue to respond with the highest-quality Angus beef.

For 30 years, the *Certified Angus Beef*[®] brand has been a symbol of success, reflected in its network of partners around the globe. The brand has brought together the best producers and the finest restaurants and retailers to accomplish a single goal – to provide consumers superior beef. This achievement is the mark of the original Angus brand and the symbol of today’s global benchmark for premium beef. The *Certified Angus Beef*[®] brand – truly, *Angus beef at its best*[®].

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