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# NEWS



## 30<sup>TH</sup> ANNIVERSARY

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## *Certified Angus Beef*<sup>®</sup> Brand Timeline

### A Brand in the Making

The *Certified Angus Beef*<sup>®</sup> brand story dates to 1975, starting with an Ohio Angus producer and a disappointing dinner of unsatisfying steak. His experience would drive a group of Angus producers to develop and market a system for the first brand of fresh, premium beef.

Looking to the American Angus Association<sup>®</sup> for support of this grassroots initiative, the ranchers created a plan to identify superior Angus cattle and provide consumers with high-quality beef. Plans were finalized November 1977 with an Association stamp of approval, paving the way for the original brand of premium beef.

### 1978

The *Certified Angus Beef*<sup>®</sup> brand launched Jan. 1 out of West Salem, Ohio, as a pilot program funded by the Association. The brand was established as a nonprofit model that would link producers and consumers and create a market for consistent, high-quality beef.

To assure *Certified Angus Beef*<sup>®</sup> products were of the highest quality, the brand looked to Meat Scientist Bobby D. Vanstavern with The Ohio State University to establish science-based standards for the brand's selection. These specifications addressed meat quality and consistency, setting the bar for the brand and its endeavors to provide consumers superior beef.

On Oct. 18, 1978, the first pound of *Certified Angus Beef*<sup>®</sup> product was sold at Renzetti's IGA in Columbus, Ohio, setting the stage for what would become a brand known around the world.

### 1980

The first restaurant, Maple Root Inn in Coventry, R.I., offered the brand. This opened the door for consumers at both the restaurant and retail levels, pushing demand and brand sales to a notable 1 million pounds.

### 1982

The first foodservice distributor, DeBragga & Spitler in New York, joined the ranks, offering restaurants a direct source of *Certified Angus Beef*<sup>®</sup> product.

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### **1983**

The brand reached new markets with its first international partners, including retailer Pueblo International in San Juan, Puerto Rico, and the restaurant at the Shangri-La Hotel in Singapore. The brand's new international partners helped drive sales to an average 1 million pounds per month.

### **1984**

Consumers experienced the best beef available at Old San Francisco Steak House in San Antonio, Texas – the first restaurant chain to carry the brand's products. The brand also debuted on the menu of the well-known Taste of Texas restaurant, located in Houston.

### **1985**

The first *Certified Angus Beef*<sup>®</sup> deli meats, namely corned beef, hit meat cases. The first computer also was purchased to enhance product monitoring and quality tracking.

### **1987**

The brand continued to open international doors, joining the U.S. Meat Export Federation to identify and foster premium beef partnerships.

### **1988**

The brand welcomed its first international chain of restaurants, as New Tokyo in Japan began carrying the *Certified Angus Beef*<sup>®</sup> brand.

### **1989**

Frankfurters became the latest craze as Independent Meat Co., Twin Falls, Idaho, introduced the first, all-beef *Certified Angus Beef*<sup>®</sup> frankfurters.

### **1992**

The brand recognized select Angus ranchers with its first-ever producer awards, acknowledging the cattlemen and women committed to supplying the best, the *Certified Angus Beef*<sup>®</sup> brand.

### **1993**

Growing consumer interest inspired the brand's first production of premium ground beef. This new product hit the shelves of select retail stores, which topped more than 1,000 stores licensed this very same year.

### **1994**

Following suit to the year before, the brand licensed a notable 1,000 restaurants, showcasing the preference of chefs around the globe. The brand also continued to explore new opportunities, forming a Value-added Products Division that would research and develop premium products beyond fresh-cut beef.

### **1995**

The brand celebrated sales of more than 1 billion pounds since it began. Staff welcomed the first licensed burger chain, Blake's Lotaburger in Albuquerque, N.M., and the first-ever cruise ship began offering the *Certified Angus Beef*<sup>®</sup> brand.

Also this year, the brand launched "Creating Consumer Confidence" – a training program for retail meat managers to better assist consumers in choosing the right cut of beef and preparing it well.

**1996**

The first heat-and-serve *Certified Angus Beef*<sup>®</sup> brand entrées hit the market, spanning the globe with the first international value-added product exports reaching Bermuda and Puerto Rico.

**1997**

Continuing to grow in demand, the brand began marketing 1 million pounds per working day. New markets also continued to open as the first restaurant chain was licensed for deli.

**1998**

Consumers in China, Russia and Bahrain enjoyed the brand's premium beef with the first licensed distributors in each of these countries.

**2001**

The company launched a new brand extension, *Certified Angus Beef*<sup>®</sup> brand Prime, raising the bar on the already high, brand standards. *Certified Angus Beef*<sup>®</sup> brand Prime products became a mainstay on menus of exclusive restaurants and in grocery store service cases.

**2002**

The brand headed to the world stage, serving more than 1.5 million pounds of beef as a supplier of the 2002 Olympic Winter Games in Salt Lake City, Utah.

Dignitaries from around the globe also experienced the best beef available as the prestigious Waldorf=Astoria in New York was licensed for *Certified Angus Beef*<sup>®</sup> brand Prime.

**2003**

The *Certified Angus Beef*<sup>®</sup> brand introduced consumers to its first corporate chef, taking premium beef to consumer events around the globe. From beef cuts to recipes to cooking tips, consumers received culinary information to use in their homes.

**2004**

Appealing to consumers with a natural preference, the brand launched its "Never, never, never" product line. This new brand extension offered consumers a product from cattle that had never been given hormones or antibiotics and were fed a vegetarian diet. *Certified Angus Beef*<sup>®</sup> brand Natural products also meet the brand's 10 quality specifications to ensure flavor, tenderness and juiciness each and every time.

Steak strips entered the snack market through the brand's partnership with Gary West Smoked Meats in Jacksonville, Oregon

**2005**

The Hard Rock Café took high-quality ground beef patties to the masses with the launch of the Legendary Burger made with *Certified Angus Beef*<sup>®</sup> product.

## **2007**

The brand gained national exposure when Trump Steaks™ debuted on The Sharper Image and QVC.

Later this year, the brand experienced its largest sales month ever, hitting 56 million pounds in June. The record came with five consecutive months of more than 50 million pounds each.

Extensive consumer research indicated that the original brand of fresh, premium beef was now a recognized brand. Of the consumers polled, 87% recognized the *Certified Angus Beef*® brand and 91% recognized the brand's premium logo. The *Certified Angus Beef*® brand was recognized 3.5 times more than the next ranking beef brand.

## **2008**

Two research reviews supported flavor was the driving factor in customer satisfaction, solidifying the science behind the world's most elite brand.

The quality standards established in 1978 as a premium-beef grassroots initiative hold true today as the *Certified Angus Beef*® brand celebrates 30 years of success. The original brand of fresh beef is now recognized around the world as the benchmark for true, premium beef.

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