

for immediate release  
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certifiedangusbeef

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## Premium Beef Product Options

### The *Certified Angus Beef*<sup>®</sup> brand

Introduced more than 30 years ago as a brand of premium beef, a full line of fresh *Certified Angus Beef*<sup>®</sup> brand products and convenience items are offered today by an ever-expanding network of grocery and restaurant partners.

Beef must pass 10 quality standards to earn the brand's premium name. Only 1 in 4 Angus cattle meet the brand's high standards. It's a cut above all other Angus beef.

### *Certified Angus Beef*<sup>®</sup> brand Prime – the finest beef available

For the most discerning customers, there is no finer choice than *Certified Angus Beef*<sup>®</sup> brand Prime. In addition to meeting the USDA Prime grading requirements, it must also meet all 10 of the *Certified Angus Beef*<sup>®</sup> brand's quality specifications. Less than 1.5% of all beef meets those exacting standards.

The world's finest steakhouses and fine dining establishments, including the famed Bull & Bear at New York's Waldorf=Astoria Hotel; Red, The Steakhouse, in Miami and Cleveland; and El Gaucho in Seattle and Portland, Ore., are proud to feature *Certified Angus Beef*<sup>®</sup> brand Prime cuts.

### *Certified Angus Beef*<sup>®</sup> brand Natural – a natural choice

The brand's Natural line delivers consumers the highest quality natural beef with a "never, never, never" commitment. Cattle are never given antibiotics or hormones. And, cattle are never fed anything but a vegetarian diet.

To earn the brand's name, this Natural beef must also meet the brand's 10 stringent quality specifications for flavor, tenderness and juiciness. These standards – paired with a never, never, never commitment – ensure consumers always enjoy the highest quality natural beef.

### *Certified Angus Beef*<sup>®</sup> brand value-added products

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

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

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