

for immediate release

NEWS

Contact:
Bryan Schaaf
Certified Angus Beef LLC
330-345-0307
BrSchaaf@CertifiedAngusBeef.com

MOOYAH gets serious about premium burgers

The *Certified Angus Beef*[®] brand applauds the stars of beef

NASHVILLE, Tenn. – Oct. 5, 2017 – Texas-based, burger-centric restaurant chain [MOOYAH](#) Burgers, Fries and Shakes took home the coveted branding iron for **Excellence in Marketing**, presented annually at the *Certified Angus Beef*[®] brand's Annual Conference held in Nashville, Sept. 27-29.

The award honors establishments actively sharing their commitment to offering their customers the world's foremost brand of beef, which is owned by Angus farmers and ranchers across the United States.

MOOYAH, which started in Plano, Texas, in 2007, has grown to more than 100 restaurants across North America and the Middle East.

Just over a year ago, the company refined quality of its burgers with premium *Certified Angus Beef*[®] brand patties, and took that message across its various social media channels, in-store signage and consumer-focused advertising.

About the *Certified Angus Beef*[®] brand

Founded in 1978, the *Certified Angus Beef*[®] brand is the original, and the best, brand of Angus beef, which got its start when a group of family ranchers set out to create a brand of beef that delivers superior taste and tenderness. Today, the *Certified Angus Beef*[®] brand remains true to its roots, providing consumers with superior beef through a gate-to-plate network of family ranchers, chefs and retailers worldwide. Renowned for its exceptional quality, each cut meets 10 exacting standards to make it more selective than USDA Choice and Prime. For more information, visit CertifiedAngusBeef.com, or look for the brand on Facebook, Twitter, Pinterest, Instagram and LinkedIn.

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