

for immediate release

NEWS

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Photo available at: [Royal Host - Excellence in Marketing](#)

Caption: Norihisa Sasaki, Royal Host, receives the Excellence in Marketing for an International Restaurant Chain award from the *Certified Angus Beef*[®] brand's Geof Bednar (left) and John Stika, president (right).

Royal Host brings home the beef

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

NASHVILLE, Tenn. – Oct. 5, 2017 – Tokyo-based restaurant group Royal Host took home the coveted branding iron for **Excellence in Marketing for an International Restaurant Chain**, presented annually at the *Certified Angus Beef*[®] brand's Annual Conference held in Nashville, Sept. 27-29. Brand partners, including meat processors, distributors, chefs, retailers and cattle ranchers, gained strategies to nurture their focus on delivering premium beef to consumers.

“Quality and integrity unite their focus on delivering the finest beef,” says John Stika, the beef brand's president. “They are stars in their markets for bringing the *Certified Angus Beef*[®] brand's ranching heritage and focus on quality and integrity to their customers, and ultimately, consumers.”

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

Royal Host has proudly served the *Certified Angus Beef*[®] brand to guests since 2012, taking great pride in its premium U.S. beef offering.

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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