

for immediate release  
**NEWS**



**30<sup>TH</sup>** ANNIVERSARY

**Executive Office**

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808

**Manhattan Office**

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

**Japan Office**

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

iba-shi, Chiba 261-7114

Japan

Ph:011/81-43-297-3363

Fax: 011/81-43-297-3374

www.  
certifiedangusbeef  
.com

Contact:

Jennifer Kiko

Certified Angus Beef LLC

330-345-2333, ext. 265

[jkiko@certifiedangusbeef.com](mailto:jkiko@certifiedangusbeef.com)

**Editor:** Photos of Chef Scott Popovic are available at:

[http://www.certifiedangusbeef.com/photos/Scott\\_pops.JPG](http://www.certifiedangusbeef.com/photos/Scott_pops.JPG)

## **Culinary expertise takes local chef to New York City**

*Northeast Ohio chef to host anniversary dinner at prestigious James Beard House*

**WOOSTER, Ohio** – Oct. 3, 2008 –October is a milestone month for Chef Scott Popovic, corporate chef for the *Certified Angus Beef*<sup>®</sup> brand. On Oct. 17, he will host a dinner at the prestigious James Beard House in New York City to commemorate the brand's 30<sup>th</sup> anniversary.

The James Beard House is a renowned performance space for visiting chefs. Similar to the musical prestige of Carnegie Hall, cooking at the James Beard House is the highest honor culinary artists and chefs can achieve.

In preparation for the event, Popovic has assembled a team of chefs and a sommelier; created an impressive menu; and gathered fresh, high-quality ingredients – including some produced in Ohio – for this momentous event.

“It won’t be the first time I’ve experienced this renowned kitchen,” Popovic admits, “but it promises to be my best.”

Popovic and a team of five guest chefs have carefully created a menu to showcase the brand with an evening of exquisite cuisine. Each dish, from hors d’oeuvres to dessert, will feature the brand’s premium beef and truly capture the evening’s event – the *Great Steak Celebration*.

“Even dessert will center around beef,” says Popovic. “A little *Certified Angus Beef*<sup>®</sup> pastrami, a few sweet potato chips and a touch of cardamom ice cream – it will be exquisite.”

-more-

The six-course dinner will showcase the versatility and quality of the brand. “It’s truly a tribute to the brand and to our country’s hardworking cattlemen who are committed to raising premium beef,” Popovic shares.

Though Popovic’s complete recipe repertoire remains a secret, he will share one recipe planned for the New York event: *Certified Angus Beef*<sup>®</sup> brand braised beef with sweet potato lollipops and Ohio maple syrup.

“It’s a dish suited for the season, both in flavor and color,” he says. “Tender, juicy beef with succulent flavor that’s complemented by sweet potatoes and syrup. My mouth is watering already,” he grins.

This recipe and others, along with a detailed account of Popovic’s journey to New York, is available on the company’s Web site: [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

Popovic, a cum laude graduate of Johnson and Wales University in Charleston, S.C., is a seasoned chef and native of Northeast Ohio. He has prepared great food in fine restaurants, including Cleveland’s XO Restaurant and Bar, Moxie, Fire Food and Drink, and the Ritz-Carlton; Las Vegas’ N9NE and Aureole restaurants; and Magnolia’s in Charleston, S.C. Today, he takes his passion for food to consumers and chefs across the globe as corporate chef for the *Certified Angus Beef*<sup>®</sup> brand.

Headquartered in Wooster, Ohio, Certified Angus Beef LLC supports a network of global partners. It began in 1978 as a grassroots effort by a group of Angus cattlemen who wanted to provide consumers with consistent, high-quality beef. The *Certified Angus Beef*<sup>®</sup> brand was the first brand of fresh, premium beef and revolutionized the way beef was marketed.

Thirty years later, *Certified Angus Beef*<sup>®</sup> brand products are enjoyed by consumers in 39 countries and offered by more than 12,500 of the most elite restaurants and retailers around the world. Sales this year will top 630 million pounds, continuing to set the bar for the original brand of fresh, premium beef.

Local consumers can enjoy mouthwatering *Certified Angus Beef*<sup>®</sup> brand entrées at fine dining establishments like John Q’s Steakhouse in Cleveland. To find other northeast Ohio restaurants and grocers featuring the brand, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

###