

for immediate release
NEWS



30TH 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 Smith
Certified Angus Beef LLC
330-345-2333, ext. 283

jsmith@certifiedangusbeef.com

Downloadable photos available at:

http://www.certifiedangusbeef.com/photos/chef_jerry_jb.jpg

http://www.certifiedangusbeef.com/photos/chef_jerry_dish.jpg

http://www.certifiedangusbeef.com/photos/chefs_james_beard.jpg

***Certified Angus Beef[®] brand hosts ‘Great Steak Celebration’
Dinner at renowned James Beard House commemorates brand’s 30th
anniversary***

WOOSTER, Ohio – Oct. 21, 2008 – A team of six world-class chefs, including Chef Jerry Weihbrecht of Zoë’s Steak and Seafood in Virginia Beach, celebrated the 30th anniversary of the *Certified Angus Beef[®]* brand with a gala dinner at New York City’s famed James Beard House on Oct. 17. An audience of cattle producers, industry experts, culinarians and special guests enjoyed a six-course meal featuring the original brand of premium, fresh beef in every dish, from hors d’oeuvres to dessert.

“Cooking at the James Beard House was an amazing experience,” said Weihbrecht. “It was a privilege to be selected, and the evening is one I’ll always remember.”

The “Great Steak Celebration” dinner, said Scott Popovic, corporate chef for the *Certified Angus Beef[®]* brand, was “truly a tribute to the brand and to the hardworking men and women across the country who are committed to raising premium beef.

“It was an honor to celebrate our 30-year heritage and the brand’s quality on such a grand stage,” Popovic added.

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The brand, which relies on a set of 10 scientific specifications to select beef that is full of flavor, tenderness and juiciness, is owned by the 35,000 rancher members of the American Angus Association[®]. Since it was founded by a small group of Angus cattlemen in Ohio, the brand has relied on its close grassroots connections with the nation's producers to deliver top quality beef. Less than 8% of all beef can achieve the brand's benchmark standards.

Today, *Certified Angus Beef*[®] brand products are featured as a point of difference for more than 12,500 retailers and restaurants in 39 countries. Sales topped 634 million pounds in fiscal 2008, a record for the brand.

Six top chefs chosen to represent the brand's partners and their dedication to excellence participated in the "Great Steak Celebration." They were: Weihbrecht; Popovic; Chef Michelle Brown, Jag's Steak & Seafood, Cincinnati, Ohio; Chef Dino Jagtiani, Rare Steakhouse, Cupecoy, St. Maarten; Chef Randy Sebastian, Rio All Suite Casino Hotel, Las Vegas; and Chef Cedric Tovar, The Waldorf=Astoria, New York City. Sommelier Manuel Nieves paired wines with each course.

The James Beard House is a renowned "performance space" for visiting chefs. Just as musicians have Carnegie Hall and singers have the Metropolitan Opera House, the best of the culinary world have the James Beard House. Preparing a meal there is one of the highest honors a chef can receive. Founded in 1986, the James Beard Foundation honors the legacy of James Beard, a noted cookbook author and teacher who was a champion of American cuisine.

The *Certified Angus Beef*[®] brand has offered consumers quality, consistency and integrity since 1978. A cut above USDA Prime, Choice and Select, the original brand of premium beef is *Angus beef at its best*[®]. For more information, visit www.certifiedangusbeef.com.

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