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NEWS



30TH ANNIVERSARY

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Downloadable photo available at:

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

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**Cleveland Chef Orchestrates ‘Great Steak Celebration’ in New York
James Beard House dinner honors 30 years of the *Certified Angus Beef*® brand**

WOOSTER, Ohio – Oct. 21, 2008 – A team of six world-class chefs, led by local Chef Scott Popovic, 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.

“This event was truly a tribute to the brand and to the hardworking men and women across the country who are committed to raising premium beef,” said Popovic, corporate chef for the *Certified Angus Beef*® brand. “It was an honor to celebrate our 30-year heritage and the brand’s quality on such a grand stage.”

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.

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