

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 print quality photo available:

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

Virginia Beach chef selected to cook at renowned James Beard House Famed New York City culinary landmark is site of “Great Steak Celebration”

VIRGINIA BEACH, Va. – Sept 3, 2008 – Virginia Beach Chef Jerry Weihbrecht of Zoë’s is among the six renowned North American chefs invited to participate in a dinner Oct. 17, 2008, at the James Beard House. The event at the renowned New York City culinary landmark, a “Great Steak Celebration,” is sponsored by the *Certified Angus Beef*® brand in honor of its 30th anniversary.

Weihbrecht was selected by the *Certified Angus Beef*® brand to represent the excellence of its 7,500+ restaurant partners around the world.

“We are delighted to have Chef Jerry help celebrate our anniversary at the James Beard House,” says John F. Stika, president of Certified Angus Beef LLC. “His passion for food, creative approach to cuisine and commitment to offer the best quality products represents the best our partners can offer. The honor is a fitting reflection of his talents.”

The James Beard House, in New York City’s Greenwich Village, is a “performance space” for visiting chefs. Just as musicians have Carnegie Hall and opera singers have the Metropolitan Opera House, the best culinary artists and chefs have the James Beard House. Preparing a meal there is one of the highest honors a chef can receive.

Hampton Roads preview/fund-raiser planned Sept. 15

Weihbrecht will share his participation with the Tidewater community by hosting a fund-raising dinner at Zoë’s on Sept. 15, 2008 at 6 p.m.

-more-

He and Popovic will preview their courses to be served in New York City: *Certified Angus Beef*[®] brand lollipops with sweet potato and Ohio maple syrup; duck sausage with red

and green pepper syrups and caramelized onion gougère; *Certified Angus Beef*[®] brand Natural filet of rib summer roll with tatsoi, green papaya, lime vinaigrette and coconut; and braised *Certified Angus Beef*[®] brand chuck with roasted pumpkin puree, smoked apple pate de fruit, fried bleu cheese, salted pumpkin seeds and cinnamon essence.

The evening will benefit Samantha Trost, a local woman who has been battling osteosarcoma. Cost for the cocktail-style event is \$50; additional donations are appreciated. Reservations are not required. For more information, call Zoë's at 757-437-3636.

Weihbrecht, a Pennsylvania native, is a graduate of Johnson & Wales University's Virginia campus. After stints in Hawaii and Denver with Roy Yamaguchi's signature restaurants, he returned to Virginia Beach and became a partner in his own restaurant, Zoë's. Since it opened in October 2003, it has garnered numerous awards and honors and remains the city's first Four Diamond restaurant.

'Great Steak Celebration' to showcase best chefs, beef

Other chefs participating in the *Certified Angus Beef*[®] brand's "Great Steak Celebration" include Chef Michelle Brown, Jag's Steak & Seafood, Cincinnati, Ohio; Chef Dino Jagtiani, Rare Steakhouse, Cupecoy, St. Maarten; Chef Scott Popovic, Certified Angus Beef LLC Corporate Chef, Wooster, Ohio; Chef Randy Sebastian, Rio All Suite Casino Hotel, Las Vegas; and Chef Cedric Tovar, The Waldorf=Astoria, New York City.

Celebrating 30 years of premium beef, the *Certified Angus Beef*[®] brand has offered consumers quality, consistency and integrity since 1978. It is the only brand owned by the 35,000 rancher members of the American Angus Association[®] and is a mark of excellence for more than 12,500 restaurants and retailers worldwide. Ten strict quality specifications developed by leading scientists and researchers ensure each bite is always flavorful, tender and juicy. The original brand of premium beef is *Angus beef at its best*[®]. For more information, visit www.certifiedangusbeef.com.

Founded in 1986, the James Beard Foundation honors the legacy of James Beard, a cookbook author and teacher who was a champion of American cuisine and helped educate and mentor generations of professional chefs and food enthusiasts. For more information about the Oct. 17 "Great Steak Celebration," visit <http://jamesbeard.org/?q=node/390>.

###

Note to Editor: Media are invited to attend the Sept. 15 charity dinner, compliments of Zoë's and the *Certified Angus Beef*[®] brand. To reserve tickets, please RSVP to Jennifer Smith by Sept. 12.