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The *Certified Angus Beef*[®] brand partners with Acclaimed Chef John Doherty to serve as a Quality Ambassador

WOOSTER, Ohio – Jan. 5, 2010 – The *Certified Angus Beef*[®] brand, the only brand owned by the American Angus Association[®] and its 30,000 rancher members, has partnered with Chef John Doherty to serve as a goodwill Quality Ambassador. In this role, Doherty will offer his experience and views on utilizing the *Certified Angus Beef*[®] brand from a restaurateur/hotelier perspective, represent the brand at industry events and provide his talents for media opportunities.

“Chef Doherty has been such a sincere third-party advocate of the *Certified Angus Beef*[®] brand for so many years that it gives me great pleasure to make his current ‘role’ official,” states Tracey Erickson, vice president of marketing for the brand. “We are pleased to continue working together to educate upcoming and existing chefs, restaurant owners, retailers, distributors and consumers on the cornerstones of the brand – quality, consistency and integrity.”

A 1978 graduate of the Culinary Institute of America, John Doherty was named Executive Chef of The Waldorf=Astoria New York at the age of 27 where he served for 23 years. To this day, Doherty has cooked for more presidents, royalty and heads-of-state than any other chef in the country. While holding the reins of The Waldorf=Astoria’s famed culinary establishments – which garnered more than \$100 million in annual sales – Doherty became a licensed partner with the *Certified Angus Beef*[®] brand, specifically for operations at the famed Bull & Bear Steakhouse[®].

Throughout his career, Doherty has been featured in numerous programs on the Travel Channel, A&E and Food Network and has made appearances on NBC’s “The Today Show” and CBS’s “The Early Show.” He is an advisory board member to New York City Harvest, The French Culinary Institute and the Culinary Institute of America. He has been awarded an honorary Doctorate degree from Johnson & Wales, an honorary Masters degree from the Culinary Institute of America and a Leadership award from Niagara University as well as *Food Arts* magazine’s Silver Spoon award. Today, Doherty serves as principal of Wolfpack Hospitality, a restaurant consulting firm based in New York.

“While there are many variables in the foodservice industry, the *Certified Angus Beef*[®] brand is not one,” states Doherty, who used the brand’s beef for more than 20 years at The Waldorf=Astoria. “The *Certified Angus Beef*[®] brand is a brand that you can count on – I always did.”

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He adds, “This kind of quality does not happen by chance. Last year I had the pleasure of traveling to one of the brand’s ranches in Montana and encountered the company’s sheer dedication to its cattlemen. The *Certified Angus Beef*[®] brand is one of America’s great success stories, and I look forward to continuing to tell that story to both culinary experts and those who appreciate great tasting beef.”

About the *Certified Angus Beef*[®] brand

For more than 30 years, the *Certified Angus Beef*[®] brand has been world-famous for its exceptional quality and generous marbling. Ten strict scientific standards ensure each bite is full of mouthwatering flavor, tenderness and juiciness.

The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978. Less than 8% of beef can achieve the brand’s benchmark standards. It is proudly offered at more than 13,500 restaurants and retailers around the world. For more information, visit www.certifiedangusbeef.com.

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Editor’s Note: Images of Chef John Doherty are available at:
http://www.certifiedangusbeef.com/photos/Doherty_0057.jpg

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