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**NEWS**



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

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**Consumers with chef envy take heart**

***Certified Angus Beef*<sup>®</sup> cooking classes in the comfort of home**

**WOOSTER, Ohio**– Aug. 5, 2008 – Few consumers can afford private cooking lessons from a renowned chef – until now. The *Certified Angus Beef*<sup>®</sup> brand has made beef preparation simple with new cooking videos available at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

Scott Popovic, Certified Angus Beef LLC (CAB) corporate chef, shares his secrets to success in several online demonstrations detailing everything from braising to sautéing to grilling to carving a bone-in ribeye. The company's home economist, Sarah Donohoe, is also featured in several segments.

“Consumers are making an investment every time they head to the grocery store,” says Popovic. “Shoppers have confidence in the superior quality of the *Certified Angus Beef*<sup>®</sup> brand. We also want them to be confident in their skills in the kitchen.”

To view the short, helpful lessons from the chef, visit [certifiedangusbeef.com](http://certifiedangusbeef.com). The Web site also offers hundreds of recipes, beef selection tips and where to buy locations near you.

The *Certified Angus Beef*<sup>®</sup> brand has been the world leader in fresh beef for 30 years. It is proudly offered at more than 12,500 restaurants and retailers throughout the United States and internationally. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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