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NEWS

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Chef Michael Symon, Red, the Steakhouse to host gala prelude dinner at Food Network South Beach Wine & Food Festival
Exquisite *Certified Angus Beef*[®] brand menu will celebrate America's Western ranching tradition

WOOSTER, Ohio – Jan. 25, 2010 – Iron Chef Michael Symon, and Executive Chef Peter Vauthy of Red, the Steakhouse, will host a Prelude Dinner to the Food Network South Beach Wine & Food Festival Presented by *Food & Wine* on Wednesday, Feb. 24. Guests will enjoy an evening dedicated to the great tradition of American ranching, featuring four courses of premium beef.

Symon and Vauthy's menu, which showcases the *Certified Angus Beef*[®] brand and exquisite Loire Valley Wines, will highlight the pair's culinary talents. The evening will be presented by Buckhead Beef Co. of Florida and the *Certified Angus Beef*[®] brand at Red, a premier steakhouse and standout on Miami's glittering culinary scene.

Symon's philosophy: *Let the beef be the star. If you want to be the best, use the best.*

"I'm all about the beef," said Symon, adding he's excited to present "a creative array of beef-a-palooza," with dishes featuring "big, clean and simple flavors."

"We are thrilled to support Chefs Symon and Vauthy in this very special event," said John Stika, president of Certified Angus Beef LLC. "I know their culinary talents and creativity will be on full display and give guests a meal they'll long remember."

Renowned across the culinary world, revered in his hometown, and famous among millions of Food Network viewers, Chef Symon is the chef and owner of the critically acclaimed Lola, Lolita, and Bar Symon restaurants in Cleveland. An Iron Chef since 2007, Symon was named Best Chef – Great Lakes Region by the James Beard Foundation in 2009. He has also been recognized by *Gourmet*, *Food and Wine*, and *Restaurant Hospitality* magazines.

Chef Vauthy has been credited with turning South Florida's steak business on its side, when Red opened in the trendy South of Fifth neighborhood in 2008. Vauthy had been executive chef at its acclaimed sister restaurant, Red the Steakhouse in Cleveland. Both locations feature *Certified Angus Beef*[®] brand Prime steaks. Vauthy's culinary vision has proven to be right at home in Miami's scintillating, lively dining scene.

Dinner guests will first enjoy a reception on Red's rooftop, which provides jaw-dropping panoramic views of South Beach, the Miami skyline and the Atlantic Ocean. Dinner, an inventive yet soul-satisfying affair, will follow in Red's chic and modern dining room.

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Chefs Symon and Vauthy's dishes will include:

- A selection of hors d'oeuvres featuring the *Certified Angus Beef*[®] brand, including Prime Meatballs with 'Red' Marinara, Tenderloin Steak Tartare on Crostini, Prime Natural Cap of Rib with Charred Scallion and Sweet Soy Glaze, Mini Beef Wellingtons, and Brisket Sliders with "Marrounise," Pickled Chilies and Cilantro
- Arugula Salad with Dry-aged *Certified Angus Beef*[®] brand Prime Strip Steak Carpaccio, Parmesan and White Truffle Oil
- *Certified Angus Beef*[®] brand Natural Petit Filet with Foie Gras Mousse, Demi-glace and Fresh Truffles
- Smoked *Certified Angus Beef*[®] brand Ribs with Cheddar Grits, and a Pickled Tomato and Parsley Salad
- *Certified Angus Beef*[®] brand Prime Natural Filet of Ribeye, with Asparagus, King Crab and Béarnaise Sauce
- Frozen Bourbon Vanilla Bean Soufflé with Tropical Fruit Salsa

In addition to the fine food, Loire Valley Wines, and atmosphere, the evening will be attended by cattle ranchers who produce the *Certified Angus Beef*[®] brand in America's heartland. These special guests will welcome visitors for an evening of ranching stories and Western mood – centered on their hard work and dedication to provide premium beef.

"It's truly an honor to bring together the ranchers who dedicate their lives to producing superior beef and the world-class chefs who rely on its quality," Stika said. "It's a unique story, and we're excited to share it."

Tickets to the Prelude Dinner at Red are available at www.sobefest.com or by calling 877.762.3933. Celebrating its ninth year, the Food Network South Beach Wine & Food Festival Presented by *Food & Wine* takes place February 25-28, 2010 and is hosted by Southern Wine & Spirits of Florida and Florida International University (FIU). The Festival benefits the FIU School of Hospitality and Tourism Management and the Southern Wine & Spirits Beverage Management Center, both located on the Biscayne Bay Campus.

Exquisite *Certified Angus Beef*[®] brand dishes will also be featured throughout the festival at the brand's booth in the Whole Foods Market Grand Tasting Village. Guest chefs include Peter Vauthy, Red, the Steakhouse; Davide Pugliese, Brandywine Bay Restaurant; and the brand's Corporate Chef Scott Popovic.

About the *Certified Angus Beef*[®] brand

Founded in 1978 by Angus producers, this is the only brand owned by the American Angus Association[®] and its more than 30,000 rancher members. An industry leader and world renowned for quality, the brand is enjoyed for its flavor, tenderness and juiciness and is offered at more than 13,500 businesses in 46 countries.

Known for its exceptional quality and generous marbling, the *Certified Angus Beef*[®] brand has 10 strict scientific standards that ensure each bite is full of mouthwatering flavor, tenderness and juiciness. The brand is a cut above USDA Prime, Choice and Select, with less than 8% of beef achieving the brand's benchmark standards. For more information about the brand and its Angus producers, visit www.certifiedangusbeef.com.

About Buckhead Beef of Florida

Buckhead Beef of Florida has been the state's premier single-source protein purveyor and merchandiser of high-end specialty items for the past three decades. It offers a large inventory of dry-aged USDA Prime and *Certified Angus Beef*[®] brand items, custom cut to customers' specifications.

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Note to Editor: Photos of the chefs and recipes for the dinner are also available upon request.