

for immediate release **NEWS**

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

Chiba-shi, Chiba 261-7114

Japan

Ph.: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contacts:

Melissa Brewer
Certified Angus Beef LLC
330-345-2333, ext. 201
mbrewer@certifiedangusbeef.com

Gina Stouffer
Lou Hammond & Associates
561-655-3836
ginag@lhammond.com

Downloadable print quality photos available at:

http://www.certifiedangusbeef.com/photos/SOBE_Chefs030310.jpg

http://www.certifiedangusbeef.com/photos/SOBE_Smoked_RibswithCheddarGrits030310.jpg

Iron Chef Michael Symon Celebrates Beef at South Beach Wine & Food Festival

WOOSTER, Ohio—March 4, 2010—Iron Chef Michael Symon kicked off the Food Network South Beach Wine & Food Festival during a Prelude Dinner that was “all about the beef.” Symon and Peter Vauthy, executive chef of Miami’s chic Red, the Steakhouse, teamed up to present four courses featuring the premium *Certified Angus Beef*[®] brand at a gala evening dedicated to the great tradition of American ranching. Pictured, from left, are Vauthy, *Certified Angus Beef*[®] brand Corporate Chef Scott Popovic, and Symon.



Symon’s philosophy was simple “Let the beef be the star. If you want to be the best, use the best.” He said he was excited to present a “beef a palooza” full of creative dishes with “big, clean and simple flavors.”



Symon’s dishes included Smoked *Certified Angus Beef*[®] brand Ribs, with Cheddar Grits and a Pickled Tomato and Parsley Salad (pictured), and *Certified Angus Beef*[®] brand Brisket Sliders with “Marrownaise,” Pickled Chilies and Cilantro.

Renowned across the culinary world, revered in his hometown of Cleveland, and famous among millions of Food Network viewers, Symon is the chef and owner of the critically acclaimed Lola, Lolita, Bar Symon and B Spot restaurants, and was selected as an Iron Chef in 2007.

#

Editor: Symon’s recipes for *Certified Angus Beef*[®] brand Ribs with Pickled Green Tomatoes and Grits with Cheddar Cheese is available at:

http://www.certifiedangusbeef.com/press/releases/Braised_Short_RibswithPickled_Tomatoes_MichaelSymon.doc.

For more than 30 years, the *Certified Angus Beef*[®] brand has been world-famous for its exceptional quality and generous marbling. The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. Less than 8% of beef can achieve the brand’s 10 benchmark standards, ensuring mouthwatering flavor, tenderness and juiciness. Owned by the more than 30,000 rancher members of the American Angus Association[®], the brand is proudly featured by more than 13,600 restaurants and retailers worldwide. For more information, visit www.certifiedangusbeef.com.