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Sysco Connecticut delivers premium beef to the table

ROCKY HILL, CONN. – Nov. 21, 2011 – Sysco Connecticut is taking bold steps to strengthen the partnership with its beef-serving customers by providing them a new selection of premium *Certified Angus Beef*[®] brand products.

In November, the company became a licensed distributor of high-quality *Certified Angus Beef*[®] with 10 specifications that ensure its selections are a cut above USDA Prime, Choice and Select. Certified Angus Beef LLC team members will work closely with Sysco's new meat cutting facility in Warwick, R.I., to supply chefs and restaurateurs in the region with a complete selection of fresh steak cuts.

“As the premium distributor in the market, we believe this premium product offers the value that fits our customers’ -- and potential customers’ -- needs,” said Alan Rosenblatt, president of Sysco Connecticut. “This is a market with heavy meat consumption, so this quality of product should be well-received and will enhance the culinary scene.”

Mark Polzer, vice president of business development for Certified Angus Beef LLC, said he's pleased to offer additional distribution in the region, particularly with Sysco's expertise. *Certified Angus Beef*[®] cuts were part of Sysco Baltimore's meat selections when Rosenblatt led that company. Additionally, Steve Falcigno from the former Statewide Meats & Poultry has been supplying *Certified Angus Beef*[®] products to area restaurants for 20 years. Falcigno is leading brand efforts as the newly appointed president of the Buckhead Rhode Island Sysco cut shop.

“We are pleased to continue our relationship with these expert teams and look forward to their role in expanding service to the region,” Polzer said. “We anticipate their vision for the brand to grow restaurant business through consumer demand for high-quality beef.”

Rosenblatt adds, “We have the best trained associates, and we are proud to be partnering with the Certified Angus Beef meat cutting team.”

Beyond fresh beef, Sysco Connecticut will offer several additional *Certified Angus Beef*[®] convenience items: deli meats, chicken-fried steak, short ribs, chili, smoked brisket and pot roast. These items allow restaurateurs to embrace the brand's fine quality with time-saving meal solutions.

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Sysco Corp. is the largest foodservice distributor in the United States, distributing various foods, canned and dry goods, fresh and frozen meats, seafood, poultry and others. Combined, Sysco houses service over 400,000 customers, including restaurants, hospitals and nursing homes, schools and colleges, hotels, and many others.

The *Certified Angus Beef*[®] brand is the best Angus beef available and a cut above USDA Prime, Choice and Select. Ten standards ensure its premium quality and incredible flavor, tenderness and juiciness in every bite. It is proudly featured by nearly 14,000 restaurants and retailers around the world. For more information, visit www.certifiedangusbeef.com, follow the brand on Facebook and Twitter, or read the brand's blog at www.GoRare.com.

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