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**Sysco Dallas, Inc. introduces premium beef brand**

*Distributor among 115 worldwide featuring the Certified Angus Beef® brand*

**WOOSTER, Ohio** – Aug. 27, 2010 – Sysco Dallas, Inc. is now among 115 foodservice distributors worldwide featuring the premium *Certified Angus Beef®* brand. The brand is a cut above USDA Prime, Choice and Select and must meet 10 strict quality specifications that ensure the utmost in flavor, tenderness and juiciness.

“We are truly excited by our new partnership and excited to feature the premier protein in the industry, the *Certified Angus Beef®* brand,” said Hank Varnell, CEO of Sysco Dallas. “The quality of the brand, and the support of the program behind it, is unparalleled in the industry.”

Sysco Dallas’ customers have access to a wide range of fresh *Certified Angus Beef®* cuts, portion-control items, value-added convenience products and steaks that are custom-cut to their specifications.

“Sysco Dallas now offers the same premium beef program that their meat specialty partner Freedman Meats has offered,” noted Mark Polzer, Vice President of Business Development for Certified Angus Beef LLC. “The Freedman sales force is committed to partner with the Sysco Dallas sales team to provide center-of-the-plate beef expertise and to help introduce the *Certified Angus Beef®* program.”

Varnell said the brand and the partnership with Freedman Meats provides powerful sales leverage and sets Sysco Dallas apart.

“From the outstanding product to the cutting-edge marketing strategies, we have recognized the great impact the *Certified Angus Beef®* brand delivers to our customers and their patrons,” said Varnell.

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 and is proudly featured by more than 13,600 restaurants and retailers around the world. For more information or to order, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com). Follow the brand on Twitter: [www.twitter.com/CertAngusBeef](http://www.twitter.com/CertAngusBeef) or become a fan of: “*Certified Angus Beef®* brand” on Facebook.

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