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NEWS

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There's a new beef in town

Family-owned Fireside Grill puts customer satisfaction first with new menu items

KALONA, Iowa – May 5, 2008 – Kalona's very own Fireside Grill is also Washington County's first restaurant to offer 100 % premium *Certified Angus Beef*[®] (CAB[®]) steaks and burgers. The Fireside Grill features the brand-name beef tenderloin, half-pound burgers, prime rib, ribeyes, top sirloin and sirloin strip steaks. New menu items include Cheddar Filet, Steak Frites, 11 specialty burgers such as Greek and margarita, as well as the "chef's cut" ribeye and filet of top sirloin.

"We are excited about our new, exclusive line of premium *Certified Angus Beef*[®] items," says executive chef and co-owner Borge Zierke. "This product exemplifies the excellent quality we are proud to offer our customers, and we know they will agree it's the best beef in town."

The *Certified Angus Beef*[®] brand is more selective than USDA Prime, Choice and Select. Less than 8% of beef can achieve the benchmark standards that ensure the brand's mouthwatering flavor, juiciness and tenderness. Chef Zierke is confident customers will savor every steak and burger ordered.

The Fireside Grill – "An Oasis in Kalona" was purchased Feb. 1, 2008, by Janet Osincup Hurley and her daughter and son-in-law, Shawn Zierke and chef Zierke. The Zierkes' vision for their operation is a family-run, community-focused restaurant that puts the customer first. New menu items can be viewed at www.thefiresidegrill.com. For reservations or information, call 319-656-3001.

The Fireside Grill is open for lunch Tuesday through Saturday from 11 a.m.-3 p.m., and for brunch on Sunday from 11 a.m.-3 p.m. Dinner is available Tuesday through Saturday 5–9 p.m. with early bird specials from 4–6 p.m.

The *Certified Angus Beef*[®] brand is proudly offered at more than 13,000 restaurants and retailers throughout the United States and internationally. For more information, visit www.certifiedangusbeef.com.

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