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## **Peregrine Steaks & Spirits honored with Idaho Beef Backer Award**

KUNA, Idaho – May 2, 2008 – Area residents know that Peregrine Steaks & Spirits has the best steaks around. Now, the rest of the state knows about the restaurant's great beef selections and quality dining experience, thanks to the Beef Backer award it received from the Idaho Beef Council.

The Idaho Beef Backer contest recognizes select restaurants that excel in menuing and marketing beef. Those vying for the honor are judged on their creativity, quality and quantity of beef menu items. Peregrine Steaks & Spirits, which has exclusively featured the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand since it opened in August 2006, was selected as the winner in the Independent Operator category.

Peregrine owner Greg Nelson said the upscale steakhouse is known for its beef selections – namely Creekside Prime Rib, as well as rib steaks and specials that feature innovative preparations. The restaurant also features seafood entrees. Located at 751 W. 4<sup>th</sup> St. in Kuna, it overlooks scenic Indian Creek and the green belt.

Nelson credits the consistent quality of *Certified Angus Beef*<sup>®</sup> brand steaks with bringing back regular customers again and again.

“We are excited to congratulate Peregrine Steaks & Spirits,” said John Stika, president of Certified Angus Beef LLC (CAB). “It sets a high standard for others in the industry and we are proud to be its partner.”

The Idaho Beef Backer contest is funded by Idaho beef producers, through their \$1-per-head checkoff.

“It is important for beef producers to identify and honor restaurants who go the extra mile in selling and promoting beef on their menu,” notes Kim Brackett, a beef producer from Castleford, Idaho, and chairman of the Idaho Beef Council. “In 2007, more than 8 billion pounds of beef were served in the foodservice channel. Clearly, today's consumers are willing to pay for a memorable beef-eating experience away from home – the same experience they will find if they dine at an Idaho Beef Backer award-winning restaurant.”

The *Certified Angus Beef*<sup>®</sup> brand is a cut above USDA Prime, Choice and Select. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best*<sup>®</sup>. Less than 8% of beef can achieve the CAB benchmark standards that ensure mouthwatering flavor, juiciness and tenderness. It is proudly offered at more than 13,000 restaurants and retailers throughout the United States and internationally. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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