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## Uncle Ed's Steakhouse wins National Beef Backer Award

**WOOSTER, Ohio** – March 1, 2010 – Mixing integrity, passion and service created a recipe for success for Uncle Ed's Steakhouse in Grand Island, Neb. The restaurant won the Beef Checkoff Program's 2009 National Beef Backer Award for independent restaurants.

Ed Sabatka, otherwise known as Uncle Ed, says his Certified Angus Beef LLC-licensed steakhouse is "a dream come true," and the recognition is nice, too. "This award is a validation of everything we have been doing in our restaurant for the past 16 years," Sabatka says. "We are what the consumer is after, which is a superior product."

The Beef Backer awards go to independent and chain restaurants that promote beef and the beef industry through innovative menuing, promotions and beef entrees that draw return customers.

**Hobby turned booming business.** It began as Uncle Ed's Barbecue catering service in 1994, named by Sabatka's 4-year-old nieces. The avocation complemented his profession as a feedlot nutritionist. After 20 years of being on the road and working in the cattle industry, his passions converged into a new reality.

Starting in Broken Bow, Neb., population 3,400, Uncle Ed's Steakhouse moved to Nebraska's "Third City" seven years later to exploit a larger market with a population of nearly 50,000. "Before long, we took over the top restaurant spot in Grand Island," Sabatka says of the business he operates with wife, Anita.

In 2008, the Sabatkas' restaurant was runner-up in the state Beef Backer contest. Unsatisfied with the ranking, "Uncle Ed" decided to up his ante. "I knew we were better than that, so I contacted the Nebraska Beef Council and we put together more steak promotions and featured *Certified Angus Beef*® products and recipes," Sabatka says.

An 11-year licensed brand partner, Sabatka has worked with the *Certified Angus Beef*® brand, particularly steaks, since his catering days. He's a self-taught chef, and says he knows how to handle a higher-grade product. "After working with mainly Angus cattle producers for 20 years, licensing with the brand was just natural. I have never used anything but the *Certified Angus Beef*® brand, and I never will."

**Featuring flavor on the menu.** The steakhouse's menu showcases Sabatka's love for beef – steak is his most popular entree. "My steak is the star; it's why our restaurant has the reputation it does."

"Eating at my restaurant is a memorable experience," Sabatka says. "It is not about just coming in and eating the food. It's about how the food makes you feel after you leave, and believe me, our customers leave here feeling very happy."

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**About the *Certified Angus Beef*<sup>®</sup> brand**

The *Certified Angus Beef*<sup>®</sup> 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. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best*<sup>®</sup>. For more information, 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*<sup>®</sup> brand” on Facebook.

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