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Past CAB® winners (far left) Mike Radis, Blue Ribbon Meats, Inc.; Ann Schmalzried, SYSCO Detroit and Dave Trzesniewski, SYSCO Eastern Wisconsin (far right) join this years winners, T.J. Leonard SYSCO Central California (center left) Specialist of the Year and Mat Gillespie, SYSCO Ventura (center right) New Performer of the Year

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Photo available at: <http://www.certifiedangusbeef.com/photos/Picture170.jpg>

Foodservice seminar educates brand specialists

WOOSTER, Ohio – Feb. 15, 2008 – The *Certified Angus Beef*® brand's annual foodservice seminar, Feb. 6-8 in San Antonio, introduced new merchandising strategies, identified industry trends and shared product and marketing innovations.

Sessions were geared to 100 brand specialists, representing 69 top meat specialty companies and broadline distributors from across the United States as well as Canada, China, Puerto Rico and Saipan.

The original brand of premium fresh beef also recognized its top performers. T.J. Leonard of SYSCO Food Services of Central California, Modesto, Calif., was honored as Specialist of the Year. The New Performer of the Year award, for an individual with less than 18 months in a specialist's role, went to Mat Gillespie of SYSCO Food Services of Ventura, Oxnard, Calif. Both awards recognize a specialist's commitment to training and educating a sales team, sales growth and marketing of the *Certified Angus Beef*® brand.

Seminar attendees participated in a variety of educational sessions during the three-day session, including:

- A hands-on session offered merchandising ideas and an opportunity to sample newly-developed cuts from the chuck.
- A new American Culinary Federation program for chefs on the advantages of portion control items was introduced, as well as updates to a program on the stages of beef production geared to distributors' restaurant customers.
- Attendees studied the differences between *Certified Angus Beef*® brand brisket / thin meat and USDA Choice cuts.
- Participants examined natural beef programs, studying the differences among the growing segment, and learning what is required for the *Certified Angus Beef*® brand Natural "never, never, never" program.

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The *Certified Angus Beef*[®] 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*[®]. Less than 8% of all beef can achieve the brand's 10 benchmark standards. The 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.