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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.

SYSCO Ventura specialist lauded for commitment to CAB

WOOSTER, Ohio – Feb. 15, 2008 – Mathew Gillespie of SYSCO Food Services of Ventura Inc., Oxnard, Calif., received the New Performer of the Year award from Certified Angus Beef LLC (CAB). The national award, presented at CAB's annual foodservice seminar, recognizes Gillespie's commitment to education and training, sales growth and marketing of the *Certified Angus Beef*[®] brand.

"Mathew has truly been outstanding in his first year," said Mark Polzer, CAB's director of business development. "His enthusiasm and drive has been impressive."

CAB specialists who represent foodservice distributors licensed for the first time in the past 18 months, or those who are new to the CAB specialist role in the past 18 months, are eligible for the New Performer of the Year award. In choosing the winner, CAB staff consider a specialist's education of his or her sales team and associates, diligence in monitoring brand assurance, support of *Certified Angus Beef*[®] brand value-added products and licensing of restaurant accounts.

As the CAB specialist for SYSCO Ventura, Gillespie has been to every CAB event and seminar that was available to him. On track to hit his first-year sales goal, Gillespie conducts ongoing training of associates and regularly shares updates and new resources with his team. He has been working to bring on new *Certified Angus Beef*[®] brand items and established clubs to recognize top sellers.

Gillespie accepted the award at CAB's annual seminar for foodservice specialists from around the world. Attendees discussed sales strategies, marketing resources, merchandising approaches and training at the Feb. 6-8 session in San Antonio.

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 beef can achieve the brand's 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.

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