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Chef & Restaurateur Agenda #1

Certified Angus Beef[®] Culinary Center

Day #1

- 10:00 a.m. Arrive into Cleveland Hopkins International Airport (CLE) or Akron-Canton Airport (CAK)
- 11:45 a.m. Arrival at The Culinary Center, lunch available upon arrival
- 12:30 p.m. **Welcome & Brand Overview**
From the Angus cattle ranchers dedicated to raising the highest quality beef to the consumers who rely on the *Certified Angus Beef*[®] brand for quality, it's about partnering for success. Learn how each element from our science-based specifications to product tracking system is designed to benefit your business.
- 1:15 p.m. ***Science Behind the Sizzle*[™]**
Step into our meat lab to learn about USDA quality grading and factors that impact beef quality. Learn how the *Certified Angus Beef*[®] brand's 10 science-based specifications are designed to deliver a high quality, consistent eating experience every time.
- 2:00 p.m. **Taste the Difference**
- 2:45 p.m. **Interactive Beef Fabrication**
Join our meat scientist in our meat lab to break down beef primals. Learn where each cut comes from and how location impacts palatability of individual cuts. We'll also find, and sample, hidden gems that offer profit potential for your customers.
- 5:00 p.m. **Wrap-Up Beef Fabrication**
- 6:30 p.m. Meet to depart for dinner at a *Certified Angus Beef*[®] brand licensed restaurant





Day #2

7:45 a.m. Breakfast at The Culinary Center

8:30 a.m. **The Science of Aging**

Discover the factors that influence beef aging and how it makes the best beef even better.

9:15 a.m. **Leveraging the Brand**

Discuss marketing opportunities available from the menu and beyond. Learn how you can put the brand's consumer recognition to work for you. From staff training programs, on-premises marketing, social media and proven advertising campaigns, we have a complete toolbox to meet your needs.

10:15 a.m. **Mystery Basket Culinary Competition**

Test your creativity and gain new perspectives as you compete against other groups in the mystery basket completion. Each team will work with an underutilized cut and mystery ingredients. Be ready to engage our judges as you present your masterpiece!

12:30 p.m. Lunch served

1:30 p.m. Sessions conclude; departures





Chef & Restaurateur Agenda #2

Certified Angus Beef[®] Culinary Center

Day #1

4:00 p.m. Arrive into Cleveland Hopkins International Airport (CLE) or Akron-Canton Airport (CAK)

6:00 p.m. Dinner at a *Certified Angus Beef*[®] brand licensed restaurant

Check in to hotel

Day #2

8:00 a.m. **Welcome & Brand Overview**

From the Angus cattle ranchers dedicated to raising the highest quality beef to the consumers who rely on the *Certified Angus Beef*[®] brand for quality - it's about partnering for success. Learn how each element from our science-based specifications to product tracking system is designed to benefit your business.

8:30 a.m. **Science Behind the Sizzle[™]**

Step into our meat lab to learn about USDA quality grading and factors that impact beef quality. Learn how the *Certified Angus Beef*[®] brand's 10 science-based specifications are designed to deliver a high quality, consistent eating experience every time.

9:15 a.m. **Interactive Beef Fabrication**

Join us in the meat lab with our meat scientist team to break down a side of beef. Understand the differences in the primals – chuck, round, loin and more. Learn where each cut comes from and how location impacts palatability of individual cuts. We'll also find, and sample, hidden gems that offer profit potential on your menu.

12:00 p.m. Culinary Showcase lunch





- 1:00 p.m. **Leveraging Brand Value and Marketing Capabilities**
The *Certified Angus Beef*[®] brand is the most widely recognized Angus beef brand. Tour our design center and discover our vast services. See how you can put the brand's consumer recognition to work for you.
- 2:15 p.m. **Partnership Brainstorming**
Brainstorm ideas and set goals for the coming year for team training and engagement.
- 3:00 p.m. Sessions conclude; depart for airport
- Please book departing flights after 5:00 p.m. from Cleveland Hopkins Airport (CLE)

