



Retail/Grocery Agenda #1

Certified Angus Beef[®] Culinary Center

Day #1

- 1:30 p.m. Arrive into Cleveland Hopkins International Airport (CLE) or Akron-Canton Airport (CAK).
- 3:00 p.m. Arrive at The Culinary Center in Wooster.
- 3:30 p.m. Welcome and overview of the *Certified Angus Beef*[®] brand
- Goals of meeting
 - Overview of *Certified Angus Beef*[®] brand
- 4:30 p.m. ***Certified Angus Beef*[®] brand Specifications**
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 exacting standards are designed to deliver a high quality, consistent eating experience every time.
- 5:30 p.m. Sessions conclude and hotel check in.
- 6:30 p.m. Depart for dinner at a *Certified Angus Beef*[®] brand licensed restaurant.

Day #2

Enjoy a continental breakfast at the hotel and check out. Please bring luggage with you.

- 7:45 a.m. Arrive at The Culinary Center.
- 8:00 a.m. **The Beef Industry – By the Numbers**
Take a closer look at the current beef market and industry trends.
- 9:00 a.m. **Product Opportunities**
- Explore yield test and merchandising opportunities for cuts like the top sirloin, ball tip, sirloin flap and tri-tip that offer simple solutions for your customers and profits for your stores.
 - Value-added product offerings
- 10:45 a.m. Break





- 11:00 a.m. **Power Up Your Meat Case**
Are you leveraging the *Certified Angus Beef*[®] brand to differentiate your meat department? Learn how the brand can support your goals and how you can maximize the brand through merchandising, store-level execution and training.
- 11:30 a.m. **Grinding Out Profits**
Evaluate the ground beef category and opportunities for exceeding customers' expectations with premium *Certified Angus Beef*[®] brand grinds.
- 12:30 p.m. Lunch
- 1:15 p.m. Depart for airport
- 4:00 p.m. Please book departing flights after 4:00 p.m.





Retail/Grocery Agenda #2

Certified Angus Beef[®] Culinary Center

Dates TBD

Day #1

- 5:00 p.m. Arrive into Cleveland Hopkins International Airport (CLE) or Akron-Canton Airport (CAK).
Check in to hotel
- 6:30 p.m. Depart for dinner at a *Certified Angus Beef*[®] brand licensed restaurant.

Day #2

Enjoy a continental breakfast at the hotel and check out. Please bring your luggage with you.

- 7:45 a.m. Arrive at The Culinary Center.

- 8:00 a.m. **Welcome to The *Certified Angus Beef*[®] Culinary Center**

The *Certified Angus Beef*[®] brand – your partner in success

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-specifications to product tracking system is designed to benefit your business.

The *Certified Angus Beef*[®] brand

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

Customized sessions to meet your needs

See below for an idea of the types of interactive sessions available.

- 4:30 p.m. Conclude and depart for airport
- 6:30 p.m. Departing flights





Customized Sessions to Meet Your Business Objectives

Grinding Out Profits

Evaluate the options and merchandising strategies for a premium ground beef program. We will discuss ideas to capitalize on a foodservice trend and introduce your own signature grind.

Identifying sales and profit potential with new cuts

Conduct a live cutting test and discuss the sales opportunities utilizing various cuts.

Interactive Cutting Demonstrations

Learn how to keep the brand at the core of your business, while finding opportunities to try new approaches to grow sales and profits. Drive sales with your “hot price” feature items – and learn how to make smart, strategic picks in today’s competitive beef market. Interactive cuttings will reveal yields and profit potential.

Marketing Power

Learn how to put the consumer recognition of the *Certified Angus Beef*[®] brand to work for you. We’ll explore our latest consumer research, marketing programs as well as promotions and events to drive customers to your stores.

Engage Your Customers to Make the Sale

Discuss the most common questions customers ask about the *Certified Angus Beef*[®] brand. Learn tips for engaging customers and explaining the brand.

The Beef Community Story

As a non-profit organization owned by cattlemen, learn how our mission influences all that we do. This is your chance to visit with our team and ask questions about how cattle are raised.

The Beef Industry – By the Numbers

Take a closer look at the current numbers of the cattle industry and how the increasing focus on high quality, black-hided animals drives the future supply of the *Certified Angus Beef*[®] brand.

