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NEWS

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Video available at: [Brett Sawyer, The Plum Café & Kitchen](#)

Photo available at: [Plum - Culinary Innovator](#)

Caption: Chef Brett Sawyer, The Plum, receives the Culinary Innovator award from the *Certified Angus Beef*[®] brand's Mark Polzer (left) and John Stika, president (right).

The Plum's beef navel pushes culinary innovation

The *Certified Angus Beef*[®] brand applauds the stars of steak

NASHVILLE, Tenn. – Oct. 5, 2017 – When Chef Brett Sawyer opened his much-lauded west Cleveland restaurant, [The Plum](#), in 2016, he saw it as a destination for folks in the foodservice industry to come dine on their off days.

And with such an audience in mind comes the freedom to be innovative in the kitchen, which is precisely how Sawyer and his team stumbled upon the rarely-menused beef navel.

“It’s like a really gristly steak – but in a good way,” says Sawyer, who describes the cut as part steak and part brisket.

Though previously used in ground beef for the most part, or cured to make beef bacon or pastrami, the beef navel has been found in various iterations on Sawyer’s menu since Plum’s opening, with each drawing rave reviews from his ever-growing clientele. As such, the Ohio-born chef who cut his culinary teeth under well-known restaurateurs Paul Kahan and Johnathon Sawyer recently was named the *Certified Angus Beef*[®] brand’s inaugural **Culinary Innovator** at the *Certified Angus Beef*[®] brand’s Annual Conference held in Nashville, Sept. 27-29. The award honors chefs pushing the bounds of innovation with regards to beef in their kitchens.

Brett Sawyer’s Plum, which was recently tabbed “[Best New Restaurant](#)” in Cleveland by [Cleveland Magazine](#), sources Ohio-raised *Certified Angus Beef*[®] brand cuts through family-owned specialty meat purveyor Blue Ribbon Meats.

Read more about Sawyer’s beef navel [here](#).



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About the *Certified Angus Beef*[®] brand

Founded in 1978, the *Certified Angus Beef*[®] brand is the original, and the best, brand of Angus beef, which got its start when a group of family ranchers set out to create a brand of beef that delivers superior taste and tenderness. Today, the *Certified Angus Beef*[®] brand remains true to its roots, providing consumers with superior beef through a gate-to-plate network of family ranchers, chefs and retailers worldwide. Renowned for its exceptional quality, each cut meets 10 exacting standards to make it more selective than USDA Choice and Prime. For more information, visit CertifiedAngusBeef.com, or look for the brand on Facebook, Twitter, Pinterest, Instagram and LinkedIn.

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