

for immediate release

NEWS

Contact:

Bryan Schaaf

Certified Angus Beef LLC

330-345-0307

BrSchaaf@CertifiedAngusBeef.com

Video available at: [Peacock Alley/40 Steak & Seafood](#)

Photo available at: [40 Steak + Seafood and Peacock Alley - Steakhouse of the Year](#)

Dale and Melodie Zimmerman from 40 Steak + Seafood and Peacock Alley accept the Excellence in Marketing award from the *Certified Angus Beef*[®] brand's Mark Polzer (left) and John Stika, president (right).

40 Steak + Seafood, Peacock Alley bring the beef

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

NASHVILLE, Tenn. – Oct. 5, 2017 – Premium steaks have long been a staple on the menu of restaurateur Dale Zimmerman's downtown Bismarck, N.D., dining destination [Peacock Alley](#).

But it's at Zimmerman's latest venture, [40 Steak + Seafood](#), that his real love affair with beef shines through.

The only restaurant in the state equipped to dry age steaks in-house, Zimmerman's beefy boudoir is a meat lover's paradise and a key reason Zimmerman received the **Steakhouse of the Year Award**, presented at the *Certified Angus Beef*[®] brand's Annual Conference held in Nashville, Sept. 27-29.

The funk and robust beef flavors that emanate from a piece of dry-aged steak are commonly enjoyed on the coasts, particularly in New York City and Los Angeles. And that's why Zimmerman wanted to introduce those flavors to the great north.

Zimmerman is a longtime champion of the beef community, having been recognized previously by the Beef Checkoff as its 2012 Beef Backer award winner.

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.

###



Executive Office ★ 206 Riffel Road, Wooster, OH 44691-8588, USA ★ 330/345-2333 ★ www.CertifiedAngusBeef.com

Asia Regional Office ★ Rm. #702, Expert Office Toranomon, 3-8-25 Toranomon, Minato-ku, Tokyo 105-0001 Japan