Certified Angus Beef® brand celebrates 30 years and record sales

WOOSTER, Ohio – Dec. 15, 2008 – It’s not often a company celebrates a milestone anniversary and an all-time sales record in the same year. The Certified Angus Beef® brand, with sales of 634 million pounds this year, hit the highest mark in its 30-year history. The achievement was an 8.8% increase, or 51 million pounds more than 2007 sales.

Despite a challenging economy, the brand experienced six of its historical top 10 sales months this year and hit an all-time high in August with sales of 58 million pounds.

“This has been a remarkable year and the accomplishments have been many – from a notable 634 million pounds to our divisional and monthly sales records,” said John Stika, president of Certified Angus Beef, LLC. “This achievement speaks to the integrity of the brand and the decades of success our licensed partners have had in providing consumers a high-quality product.”

Divisional records
Licensed retailers increased sales by more than 10% – selling more than 318 million pounds. In May and June, the retail division set records of more than 29 million pounds sold, capitalizing on strong demand during grilling season.

International sales increased nearly 20% – totaling 62.1 million pounds sold. Canadian partners continued to lead the division, while notable gains were recorded in Mexico, Asia and the Caribbean.

The foodservice division increased sales by 4.5 million pounds for a total of 213 million pounds sold. Premium chain licensees such as Fogo de Chão Churrascaria Brazilian Steakhouse introduced the brand, while individual and chain restaurant partners featured new cuts, developed creative menu applications, offered samples to prospective customers and created targeted promotions.
Value-added product sales set a record with sales exceeding 14 million pounds for the year. Innovative items, including a marinated London broil and a meatloaf designed for retailers’ deli rotisseries, filled new niches.

**Satisfying consumers**

The *Certified Angus Beef®* brand Natural extension continued to gain popularity, with sales increasing 25% over last year. Licensed partners, particularly retailers, have found it represents another option for consumers who crave premium quality beef but appreciate a natural option.

Consumers also drove sales of more than 5.2 million pounds of *Certified Angus Beef®* brand Prime, demanding only the finest in premium beef.

“Our success, and the success of our partners, lies in our ability to be relevant in today’s market,” Stika said. “Whether it’s our Natural line, our *Certified Angus Beef®* brand Prime or a value-added product, we look to marry premium beef with the demands of today’s versatile consumer.”

**Growing cattle on demand**

More than 14.2 million head of cattle were identified for the brand – a notable increase of more than 750,000 head in the past year – and 2.5 million head certified. Acceptance rates rose to 17.8%. During June, July and August 2008, the share of Angus-influenced cattle in packing plants averaged more than 60%, including a record 64% for the third week of August.

The supply development team developed a *Best Practices Manual* for producers, offering information on selection, management and marketing of Angus-influenced cattle to hit the brand’s quality target.

To maintain focus on demand for quality beef, the brand joined with Pfizer, Purina Mills and *Drovers* to form Consumer First Beef Partners, providing leadership within the beef industry.

The *Certified Angus Beef®* brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978. Less than 8% of beef can achieve the brand’s benchmark standards. It is proudly offered at more than 12,500 restaurants and retailers around the world. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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