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Downloadable print-quality photos:

Retail Case - http://www.certifiedangusbeef.com/photos/CABCase_030.jpg

Restaurant Dining - <http://www.certifiedangusbeef.com/photos/7040A.jpg>

Research: *Certified Angus Beef*[®] brand resonates with consumers

WOOSTER, Ohio – Jan. 21, 2014 – When a steak dinner is top of mind, new research points to your best bet. The information shows that consumers recognize the *Certified Angus Beef*[®] brand for the highest quality, and favor it in restaurants and grocery stores.

Established in 1978 by Angus cattle ranchers, the *Certified Angus Beef*[®] brand is the only beef brand brought to market through the *American Angus Association*[®], having family farmers and ranchers in every state. The brand has a 35-year heritage of working with these ranchers, food distributors, chefs and retailers to bring their best to the table every day.

“The research takes a comprehensive view of the overall market for beef as well as consumers in the store as they are shopping, giving us excellent insight into consumer attitudes, preferences and shopping behaviors,” said Michael Schiller, managing director of Firebox Research & Strategy. “The findings indicate that the *Certified Angus Beef*[®] brand is both top of mind for consumers and highly regarded as their preferred beef.”

The studies include a Web survey of 1,100 consumers from the United States and Eastern Canada and 900 in-store U.S. interviews. Results build on data gathered in 2007 store interviews and 2010 focus groups.

Among those surveyed, 94% recognize the *Certified Angus Beef*[®] brand logo – more than double the closest ranking brands and 3 percentage points higher than in 2007. When they were given a list of beef grades and brands by name, awareness for the *Certified Angus Beef*[®] brand name rose to 92%, which is 5 points higher than in 2007.

The *Certified Angus Beef*[®] brand is not only recognized but also regarded as the best of any grade or brand of beef. The brand’s logo outranked other Angus brands, receiving the highest quality rating by 75% of those surveyed. And when it comes to the brand name, nearly 6 in 10 say they expect beef items marked with the *Certified Angus Beef*[®] brand name to be the “best or top quality beef.”

“Positive perception is essential,” says Tracey Erickson, vice president of marketing for the brand. “We as consumers appreciate quality products and identify with symbols for those offering expected experiences.”

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The studies yielded nuggets for retailers and restaurateurs as well. When grocery shoppers were hypothetically given \$20 for their next beef purchase, they preferred the *Certified Angus Beef*[®] brand 2-to-1 over competing brands. Nearly 8 in 10 of those surveyed say restaurants offering this brand are perceived to be better in quality than those that do not.

In a separate 2013 web study surveying 999 U.S. consumers, nearly half would be willing to drive up to 30 minutes to purchase a *Certified Angus Beef*[®] brand offering at a restaurant and another 1 in 10 would travel longer. For purchases at a grocery store, 3 in 10 would travel up to 30 minutes and nearly 1 in 10 would travel longer.

“Our focus is providing premium quality and taking the guessing game out of buying beef,” Erickson adds. “These numbers show consumers are willing to pay for quality and recognize it in the *Certified Angus Beef*[®] brand.”

About Firebox Research & Strategy:

Firebox Research & Strategy is a marketing research consultancy founded in 2002 by former advertising professionals and brand marketing executives seeking quality research to help businesses bring products to market. The company brings together a team of MBAs, account executives, brand strategists and former CMOs to deliver a business-minded approach to research services, client business models and strategic consultation. Firebox is founded on the principle that every brand is unique and appeals to a slightly different market, bringing a fresh approach to each client and project.

About the *Certified Angus Beef*[®] brand:

The *Certified Angus Beef*[®] brand is the best Angus beef available and a cut above USDA Prime, Choice and Select. Ten standards ensure its premium quality and incredible flavor, tenderness and juiciness in every bite. It is proudly featured by more than 14,000 restaurants and retailers around the world. For more information, visit www.certifiedangusbeef.com, follow the brand on Facebook and Twitter, or read the brand’s blog at www.GoRare.com.

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EDITOR: Additional graphics and illustrations available upon request.