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Editor: Click on links for downloadable, print-quality photos and videos.

More award information available at: <http://www.certifiedangusbeef.com/press>

***Certified Angus Beef*[®] brand honors restaurateur, distributor stars**

NASHVILLE, Tenn. – Oct. 4, 2017 – Restaurateurs and foodservice distributors were recognized by the *Certified Angus Beef*[®] brand for their leadership in product quality and marketing at the group's annual conference in Nashville on Sept. 27-29. Brand partners, including meat processors, distributors, chefs, retailers and cattle ranchers, gained strategies to nurture their focus on delivering premium beef to consumers.

“Quality and integrity unite their focus on delivering the finest beef,” says John Stika, the beef brand's president. “They are stars in their markets for bringing the *Certified Angus Beef*[®] brand's ranching heritage and focus on quality and integrity to their customers, and ultimately, consumers.”

- **Chef Brett Sawyer** from The Plum, Cleveland, was recognized as the brand's [Culinary Innovator](#). Sawyer has highlighted the beef navel in various iterations on his menu since opening, with each drawing rave reviews from his ever-growing clientele. “It's like a really gristly steak – but in a good way,” says Sawyer, who describes the uncommonly menued cut as part steak and part brisket. ([Video](#) available.)
- **Black's Barbecue**, Lockhart and Austin, Texas, received the [Legendary Establishment in Barbecue](#) award. At the oldest barbecue joint in Texas and family-owned since 1932, the Blacks have been committed to using the *Certified Angus Beef*[®] brand in their smokers for more than two decades. The third- and fourth-generation operators work tirelessly to strengthen the family business and uphold its traditions of the past 85 years.
- **40 Steak + Seafood and Peacock Alley**, Bismarck, N.D., were honored as [Steakhouse of the Year](#). The only restaurant in the state equipped to dry-age steaks in-house, 40 Steak is a meat lovers' paradise. The restaurant was created after launching Peacock Alley, where *Certified Angus Beef*[®] brand steaks are also offered. Owner Dale Zimmerman says 40 Steak was designed to bring the finest steaks in the country and a premier dining experience to North Dakota. ([Video](#) available.)
- **MOOYAH Burgers, Fries and Shakes**, Plano, Texas, was honored for **Excellence in Marketing**. MOOYAH, which started in 2007, renewed its commitment to quality by introducing *Certified Angus*



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Beef[®] brand burgers just over a year ago. The 100-location chain launched the burgers across its social media channels and kept in-store signage and advertising campaigns fresh year-round.

- **Royal Host**, Tokyo, was awarded for [Excellence in Marketing](#) among chain restaurants internationally. Royal Host offers American-raised *Certified Angus Beef*[®] brand cuts across all its family restaurants while actively promoting its beef in various media and in-store signage.
- **I'm Angus Steakhouse**, Manila, Philippines, was awarded for [Excellence in Marketing](#) among independent restaurants internationally. The restaurant launched an extensive marketing campaign and customer loyalty program focused on print advertising, holiday contests and customer emails. ([Video](#) available.)
- **Sysco Detroit**, Canton, Mich., received the [Commitment to Integrity](#) award for a foodservice distributor. The team focused on ensuring products are clearly identified on restaurant menus with the brand's trademarks. Team training and careful in-house menu design also maintains brand identity.
- **Susazon**, Celaya, Guanajuato, Mexico, was recognized with the [Commitment to Integrity](#) award for an international distributor. In Mexico, Susazon works closely with customers to ensure products are clearly identified on menus with the brand's trademarks. Each of the company's eight locations are equally versed in helping customers match trademark use with product purchases.
- **PERFORMANCE Foodservice – Middendorf**, St. Louis, Mo., received the [Dedication to Excellence](#) award. Through a companywide focus on quality and training, Middendorf takes pride in the team's beef workmanship and focuses on helping restaurateurs grow revenues by keeping customers coming back for great-tasting beef.
- **Neesvig's**, Windsor, Wis., is the [Specialty Meat Company Marketer of the Year](#). Neesvig's is a family-owned company that brings a personal approach to helping restaurants identify the best cuts for their menus. The team collaborates at every level to deliver the confidence, consistency and quality that guide customer success.
- **Newport Meat of Southern California**, Irvine, is the [Foodservice Brand Extension Marketer of the Year](#). Newport Meat expertly features *Certified Angus Beef*[®] brand Natural, as well as the brand's Prime and Prime Natural products. Training and a customer event helped the team explain the brand's quality. The company was also named **Top Sales Volume Corporately Owned Specialty Meat Company**.
- **Sysco Atlanta**, in Atlanta, earned the [Broadline Foodservice Distributor Marketer of the Year](#) award. Sysco Atlanta's expertise shines as the result of an intensive training program that transforms sales skills into meat expertise. The team is intent on delivering solutions to a broad customer base including steakhouses, fine dining, contract sales and ethnic restaurants.
- **PERFORMANCE Foodservice Metro N.Y.**, in Elizabeth, N.J. was named the [Foodservice Value-added Products Marketer of the Year](#) and **Top Sales Volume Large Broadline Distributor**. The team



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works closely with customers to identify the best *Certified Angus Beef*[®] brand products for their menus. Value-added items are featured in brochures, staff trainings and foods shows.

- **Comnor Sigma Foodservice, Cancun**, Mexico, received [International Distributor Marketer of the Year](#). The distributor promoted the brand at gala chef dinners during Expo Hotel and culinary events with Canada Beef. Cutting demonstrations and regular training support customer success.

Companies achieving top honors in additional foodservice sales categories were:

- **Sysco Houston** received [Top Sales Volume Extra Large Broadline Foodservice Distributor](#).
- **Sysco Central California**, in Modesto, received [Top Sales Volume Medium Broadline Foodservice Distributor](#).
- **GFS Calgary**, Rocky View County, Alberta, Canada, received [Top Sales Volume Small Broadline Foodservice Distributor](#).
- **Macgregors Meat & Seafood**, Toronto, received [Top Sales Volume Independent Specialty Meat Company Foodservice Distributor](#).

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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