



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.



CHB® draws crowd at Merchants Foodservice Show

Certified Hereford Beef (CHB) LLC was well represented at the Merchants Foodservice Show on Sept. 12 in Clanton, Ala.

During this show, customers and potential CHB® clients were treated to CHB prime rib. Mick Welch, CHB LLC vice president of food service, says the tasting was a hit.

"As always, it was the best at the show," he says. "Our goal during this show was to reach out to customers who wish to set their business apart from the commodity market with a product they are proud to serve."

Merchant Foodservice, headquartered in Hattiesburg, Miss., serves more than 6,000 restaurants, hospitals, schools and institutions. Merchants Foodservice operates distribution and warehousing centers in Jackson, Miss.; Clanton, Ala.; Newberry, S.C.; and Tifton, Ga. The company employs more than 500 people and operates a fleet of 200 vehicles, including 140 multi-temp delivery trailers.

Serving CHB during the Merchants Foodservice Show (l to r) were: Mick Welch, CHB LLC vice president of food service; Alex Tinkle, Merchants Foodservice center of plate manager, Jackson, Miss.; Adam Stembridge, Evans Meats distributor support, Birmingham, Ala.; and Derrick Surles, Merchants Foodservice center of plate manager, Clanton, Ala.



Evans Meats reaches CHB million-pound achievement

Evans Meats Inc., Birmingham, Ala., recently earned the CHB million-pound achievement by the CHB LLC Food Service Division.

Addam Evans owns Evans Meats with his dad, Butch. A CHB distributor since 2008, he says Evans Meats originally chose CHB for its consistent quality.

"It's a really good product every time," he says. "Our customers appreciate that quality, because they understand when they put a steak on the plate, it's going to be the same as it was two or three weeks ago. They don't have to worry about their customers sending back a steak."

In addition, Evans says, the unique flavor of CHB sets the product apart.

"It has a really pronounced flavor, unique to the Hereford breed," he says. "A lot of the beef these days has a watered-down flavor. CHB features a more-pronounced beef flavor."

Evans Meats, founded in 1998, specializes in fine meat and seafood products and serves customers from Nashville, Tenn., to Montgomery, Ala., to Jackson, Miss. Their primary customers consist of privately owned white-tablecloth restaurants, in addition to country clubs and private clubs. **HW**



Addam Evans, co-owner of Evans Meats (left), receives the CHB million-pound achievement from Mick Welch, CHB LLC vice president of food service.