



"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® featured at grocery store openings

Certified Hereford Beef (CHB®) was in the spotlight during several of The Fresh Market store openings last fall.

Each of these stores features CHB, and samples of the product were distributed by CHB LLC staff and ambassadors during the grand opening celebrations.

On Nov. 18, CHB ambassador Anna Rhodus and CHB LLC Vice President of Retail Brad Ellefson served grilled CHB ribeye samples during The Fresh Market grand opening celebration in Stuart, Fla.

"We served more than 675 samples and received great reviews

from The Fresh Market customers," Ellefson says.

On Dec. 2, two additional The Fresh Market grand opening celebrations showcased the product. Rhodus and her husband, Matt, served grilled CHB ribeye samples during the South Beach, Fla., grand opening. And CHB ambassador Mary Ann Berg and Ellefson promoted the product at the Crystal Lake, Ill., grand opening event.

"It was a busy day with much great conversation about Certified Hereford Beef," Ellefson says.

"During the opening week, whole CHB tenderloin was \$9.99 per lb.

What a great deal! And many folks took advantage of it."

The opening of these stores brings the total of The Fresh Market stores featuring CHB to 96 throughout the Southeast and Midwest.

If you are interested in serving as a CHB ambassador – promoting the product and brand during events from coast to coast – please contact Mary Ann Berg at 330-466-2640. **HW**

CHB ambassador Mary Ann Berg promotes the product during The Fresh Market grand opening celebration in Crystal Lake, Ill., on Dec. 2.

