



Coborn's Inc. reaches 50 million lb. of CHB sales

Coborn's Inc. recently earned the 50-million-lb.

Certified Hereford Beef® (CHB) Bronze Bull Award.

This award was presented by Brad Ellefson, CHB LLC vice president of retail, to Coborn's for devotion to the CHB brand for the past 14 years.

"Coborn's has believed in the Certified Hereford Beef program and has taken it to the next level by staying with the program, believing and achieving sales of more than 50 million lb.," he says. "The quality and consistency of CHB has proven to make a long-term relationship with Coborn's, their affiliate Cash Wise and their customers."

Mike Richter, Coborn's meat and seafood director, says the CHB product has been a great fit for its customers.

"The Hereford cattle have given us a great value," Richter says. "It surprised us with the quality eating experience of great tasting beef. Over time, in essence, CHB has delivered a promise to our customers. Our promise is simple; we guarantee your satisfaction or your money back. To this day, I can't remember ever getting complaints about our beef quality. Our product does what it says it's going to do, provide consistent quality time after time and at a great value."

CHB is offered through 30 Coborn's Inc. stores in South Dakota, North Dakota and Minnesota, and nine Cash Wise stores in Minnesota and North Dakota.



Chris Coborn (left), Coborn's president and CEO, and Mike Richter (right), Coborn's meat and seafood director, accept the CHB Bronze Bull award from Brad Ellefson, CHB LLC vice president of retail.



CHB in competition

CHB has been in the spotlight with National Beef Packing Co. LLC.

Since last summer, National Beef has conducted promotions for meat managers and grocery store customers. And since October, those promotions have focused solely on CHB.

"Fire Up the Comfort Food" ran October through December, and "The Holidays go Beyond the Bird" ran during the holiday season of November and December.

During each contest, meat market managers were

judged based on the increase of sales of primal cuts compared to 2011.

Mike Louderback, National Beef business manager, says the contests have been developed to create excitement for the CHB product.

"CHB is a great brand, and Herefords are a great breed of cattle," he says. "For National Beef, it's a great branded program, and we treat it as our own. We want to help CHB and the American Hereford Association (AHA) because of the quality of product and the uniqueness of the brand."

And, he says, the goal is being met, as CHB sales during the contest period increased by 27%.

"I just spoke with a meat manager of a winning store, and he said, 'Wow, that contest created a lot of excitement in our meat department,'" Louderback says. "The contests keep them enthusiastic about the program. Many times, they don't get enough pats on the back for the jobs they do. But without them, we wouldn't be successful at what we do."

National Beef is currently wrapping up "Comfort Food Made Easy," another CHB contest focused on end cuts — pot roasts, chuck roasts and rib roasts. Meat managers are being judged equally on sales and display.



CHB featured at the Sysco Minnesota food show

CHB wowed attendees of the Sysco Minnesota food show, held in January at the Rochester International Event Center in Rochester, Minn.

During this event, staff of WW Johnson Meat Co., a manufacturer of CHB fresh patties; Dick Kass of J&B Wholesale Quality Food Products — a CHB portion-cut steak provider; and CHB Vice President of Sales Mick Welch were on hand to answer questions and promote the product. Sysco Minnesota staff also answered questions and touted the benefits of the CHB product.

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations

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Deed Danielson (left), Sysco Minnesota center of plate specialist, promotes CHB to attendees of the Sysco Minnesota food show in January.

throughout the U.S., Canada and Ireland. Sysco offers CHB through its Baraboo, Wis.; Minneapolis; Hampton Roads, Va.; Nashville, Tenn.; Boston; and Ocoee, Fla., centers.

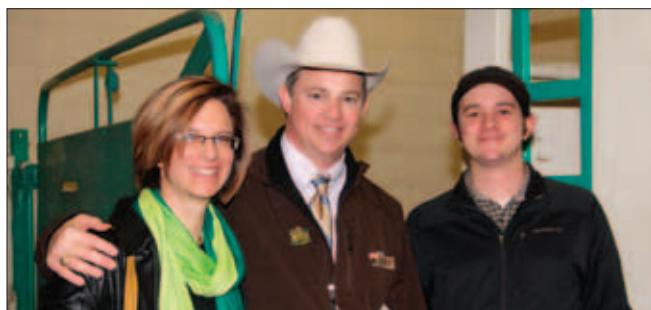


CHB restaurant claims top steak honors

CHB restaurant The Kitchen Denver recently was awarded "Top of the Town" steak by 5280 magazine.

The Kitchen Denver features many unique dishes — including some with CHB ribeye and hanger steaks at the center of the plate.

This Community Bistro is located in Denver's Lower Downtown Historic District. To learn more, visit thekitchencommunity.com/the-kitchen-denver/. **HW**



The Kitchen was recognized for its dedication to the CHB program during the National Western Stock Show Hereford carload and pen show. Pictured (l to r) are: Kate Kaufman, The Kitchen General Manager; Craig Huffines, AHA executive vice president; and Dennis Phelps, The Kitchen chef.