



"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](https://facebook.com/CertifiedHerefordBeef).

## What's Trending in 2016?

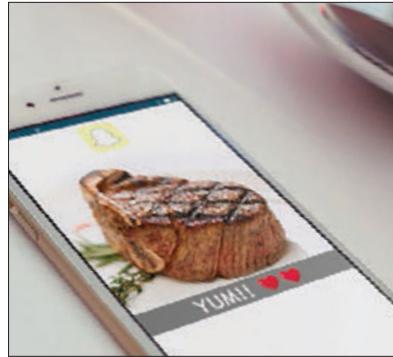
Instagram, Snap Chat, Facebook and Twitter, to name a few, are the trending social media outlets. Social media is the fastest and easiest way to promote a business and a brand these days. The reach is virtually endless, and with 179.7 million social media users, according to Infographic, it is the easiest way to instantaneously reach a targeted audience and to create recognition.

The number of users will continue to grow as businesses and brands focus on reaching a larger target audience and become more tech savvy and in tune with social media trends. Check us out and follow along at [facebook.com/certifiedherefordbeef](https://facebook.com/certifiedherefordbeef); Twitter @certherefordbeef; Instagram @certifiedherefordbeef; Pinterest @HerefordBeef; CertifiedHereford Beef (CHB®) LLC's website, [Herefordbeef.org](http://Herefordbeef.org); the American Hereford Association's website, [Hereford.org](http://Hereford.org); and [ShopHereford.com](http://ShopHereford.com).

### What to order?

While we are on the subject of social media, have you noticed that everyone takes pictures of their food and posts them on their wall or page? Whether they are just sharing what they had for dinner or writing an online review about the restaurant or store, it's still the fastest way to spread word of mouth about a particular entrée or establishment. Here's a quick rundown of the top three most popular steaks that are ordered today: filet mignon, ribeye and strip steak.

Let's start with a filet. The word "filet" actually references a cut of meat most commonly from the tenderloin but can also reference a filet of sirloin, a filet of ribeye, a filet of chuck or a bistro filet. This



cut is circular in shape and can vary in size. Each cut is derived from a different muscle but marketed with the word "filet" to give the perception of a high-end and valuable cut.

This particular cut is spelled in two different ways in both the grocery store and the restaurant: "filet" and "fillet" — both pronounced (fi-lä). The ultimate treat is the bone-in filet. This is the most expensive and prestigious cut in the market today — definitely worthy of a Snap Chat.

The ribeye steak is also marketed as the Delmonico. This is the boneless cut of the ribeye that is comprised of two muscles: the longissimus dorsi (ribeye heart), which is the center part of the ribeye that can be cut down and used as a ribeye roll or ribeye filet, and the spinalis dorsi (cap muscle), which is the most flavorful piece of the ribeye and is found more predominantly on the chuck end of the ribeye. Think chocolate sauce on a sundae.

When the ribeye is cut with the bone still attached, look for verbiage along the lines of a bone-in ribeye or Cowboy Steak — many names have been coined to market the difference between the bone-in cuts of meat depending on the

creativity of the person marketing the cut or where you live in the country. The Cowboy Steak is the most universal name and is most commonly a full bone-in ribeye that is typically frenched, meaning the bone has been cleaned of meat and fat and commands a presentation that leaves your eyes wide and your mouth watering.

If you are looking for a more cost-effective alternative to the full-bone ribeye — check out the split-bone ribeye. The whole bone is cut in half lengthwise and yields more from the sub-primal. Plan on falling in love with your ribeye and posting your plate on Facebook before devouring its contents.

Last but not least is the famous strip steak. This cut also comes both boneless and bone-in from the striploin sub-primal. Depending on where you live in the country, the strip steak can be called a New York Strip or a Kansas City Strip, the debate makes for great dinner conversation. The strip steak is also a dynamic steak because it too can be cut filet style, both bone-in and boneless, and can boast the name of Club Steak. Really versatile, right? Your Instagram friends want to see it too.

### Where can I find CHB?

Log onto our website [Herefordbeef.org](http://Herefordbeef.org) and click on "where to buy." Type in your geographical information and all the restaurants and retailers in your area that are licensed to promote the CHB brand will be listed. Can't find anyone in your area? Have a suggestion? E-mail us at [info@herefordbeef.org](mailto:info@herefordbeef.org). You can always log onto [ShopHereford.com](http://ShopHereford.com) and order a variety of six-piece steak selections to be delivered to your door. **HW**