



**Merchants Foodservice reaches CHB million-pound mark**

Last fall, Merchant Foodservice – Jackson Division, a division of The Merchants Co., was presented with the Certified Hereford Beef (CHB®) million-pound achievement from the CHB LLC.

Alex Tinkle, Merchants Foodservice center of plate manager, says Merchants Foodservice chose CHB for its consistent quality.

“I was the executive chef at a high-end, white tablecloth restaurant, where we served CHB for many years,” he says. “You know what the product will do every day. You know the quality it will possess.”

Tinkle says Merchants’ customers are pleased with the quality of the CHB product.

“They love it,” he says. “If you get them on it, they’ll never quit. In fact, every high-end steakhouse and restaurant we serve uses the Certified Hereford Beef program, and most have been on it for years.”

When it comes to consistency, Tinkle says, CHB is unmatched.

“We sell Certified Hereford Beef on its consistency,” he says. “It’s the same every day, week and month of the year.”

Merchants 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



Mick Welch (left), CHB LLC vice president of food service, presents the CHB million-pound award to Rocky Rinehart (second from left), FoodPRO vice president of purchasing; David White (center), FoodPRO center of the plate category manager; Cherie Sanbower (second from right), Dutch’s Daughter manager; and Len Ware (right), FoodPRO vice president of sales.

company employs more than 500 people and operates a fleet of 200 vehicles, including 140 multi-temp delivery trailers.



**FoodPRO reaches CHB million-pound mark**

FoodPRO, Frederick, Md., has earned the CHB million-pound achievement from CHB LLC. The award was presented at Dutch’s Daughter in Frederick, a FoodPRO customer that features CHB on its menu.

FoodPRO President of Purchasing Rocky Rinehart says FoodPRO has been a CHB distributor for six years. FoodPRO selected CHB, he says, as an alternative to other branded beef programs.

“We decided to look at the Certified Hereford Beef program because we were looking for a high-quality beef option in response to all of the publicity of Angus programs,” he says. “We felt that Angus had been overplayed in the market. After all, you can get Angus beef at McDonald’s and Burger King, so how exclusive can it be?”

FoodPRO clients are pleased with the consistent quality of CHB, Rinehart says. And they utilize that quality product in a variety of ways.

“One of our best customers features Certified Hereford Beef prime rib and New York strip steaks on their menu,” Rinehart says. “This customer also exclusively uses Certified Hereford Beef tenderloins, even using the trim from those on their locally famous steak and cheese sub. We have other customers that will only use CHB grinds for all of their burgers. Burgers are such a mainstream item, and smart operators realize this is an area in which they can see a good profit margin, if they offer a premium product. We also have a large customer that uses CHB briskets in his barbeque operation. He has just opened a third location, and he will only use Certified Hereford Beef product for his beloved smoked brisket.”

Despite the current economic situation, FoodPRO’s clients who utilize CHB experience great success and satisfaction. Rinehart says this is a testament to the quality of the product.

“Many customers are continually shopping items on price, but smart and successful foodservice customers understand the real value of a product comes from its ability to bring diners and their friends back to their restaurants,” Rinehart says.

FoodPRO has been a wholesale supplier and food-service distributor of fresh-cut steaks, fish and produce, in addition to non-perishable groceries and foodservice supplies, for more than 70 years.



Andy Mercier (left), Merchants Foodservice CEO; Alex Tinkle (second from left), Merchants Foodservice center of plate manager; Tim Hanberry (second from right), Merchants Foodservice director of purchasing; and Johnny Barlow (right), Merchants Foodservice vice president, receive the Certified Hereford Beef® million-pound award from Mick Welch (center), CHB LLC vice president of food service.



## Kohl Wholesale achieves second CHB million-pound mark

On Jan. 20 Kohl Wholesale, Quincy, Ill., was presented with its second CHB million-pound achievement from CHB LLC.

From April 2010 to December 2011, Kohl Wholesale purchased more than 2 million lb. of CHB Choice and Classic branded-label products.

Bron Zimmerman, Kohl Wholesale meat buyer, says in its nearly two-year relationship with CHB LLC, Kohl Wholesale has been pleased with the product's quality and consistency.

"We were looking for a product that would serve our customers well," he says. "It's a limited source and consistent product. And Certified Hereford Beef is domestic, coming from two Midwestern plants. Our customers like the quality of the product, as well."

Kohl Wholesale is led by the fourth and fifth generations of the Ehrhart family and serves customers in Illinois, Missouri and Iowa. Kohl Wholesale provides service to restaurants, hotels, supermarket delis, schools, hospitals, nursing homes, retail groceries, caterers and taverns.

Kohl Wholesale utilizes both Greater Omaha Packing Co. and National Beef® for its CHB product.



Mark Ehrhart (left), Kohl Wholesale owner; Bron Zimmerman (second from right), Kohl Wholesale meat buyer; and Matt Ehrhart (right), Kohl Wholesale owner, receive a second CHB million-pound award from Mick Welch (second from left), CHB LLC vice president of food service.



Mick Welch, CHB LLC vice president of food service, promotes the benefits of CHB to an attendee of the NGA trade show.



CHB LLC was well represented at the NGA trade show in Las Vegas. More than 2,400 NGA members attended this annual event. Featured in the booth were a fresh meat case and meat cutting demonstrations.

The annual four-day event was the largest in the trade association's history, with more than 2,400 independent grocers, wholesalers and industry partners attending.

"While in Las Vegas, we met with six different CHB retail customer representatives, including owners and upper-level decision makers," says Craig Huffhines, American Hereford Association executive vice president. "This year's NGA trade show was great, and Certified Hereford Beef gained much attention and received many compliments. The word is spreading about the high quality and satisfaction that goes with Certified Hereford Beef."

The NGA is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food-distribution industry. An independent retailer is a privately owned or controlled food retail company. NGA members include retail and wholesale grocers and state grocers associations, as well as manufacturers and service suppliers. **HW**



## CHB LLC well represented at NGA trade show

On Feb. 12-15 CHB LLC gained much attention at the National Grocers Association (NGA) trade show at The Mirage Hotel and Casino in Las Vegas.