



“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).

Certified Hereford Beef (CHB®) LLC is pleased to announce the outstanding awards for achieving six million lb. sold through Sysco Nashville and five million lb. sold through Jake’s Finer Foods in Houston. These awards represent a partnership between CHB LLC and foodservice distributors who take ownership of the CHB program and continue to create consumer awareness and demand.

**Sysco Nashville achieves six million lb.**

Sysco Nashville, formerly known as Robert Orr Sysco, is the largest broadline foodservice distributor in Tennessee. The warehouse services restaurants and institutional foodservice customers. “The Certified Hereford Beef program was presented to Sysco Nashville less than 10 years ago,” says Danny Wright, director of merchandising. “This has been one, if not the best, program that we have been very proud to claim as our brand.”



Sysco Nashville is a subsidiary of the Sysco Corporation, which operates from 194 locations throughout the U.S., the Bahamas, Canada, Ireland and Northern Ireland. Sysco distributes a full line of food products and a wide variety of nonfood products to both independent and chain restaurant customers and other “away from home” locations such as health care and educational facilities.

Locally focused, the broadline operating companies are able to provide hands-on customer service. Sysco strives to be its customer’s most valuable and trusted business partner while marketing and delivering great products with exceptional service. Wright continues, “We at Sysco Nashville are proud of our sales team for continuing to grow the CHB program and thank Certified Hereford Beef and the suppliers that support this program.” For more information, visit [sysconashville.com](http://sysconashville.com).



Jake’s Finer Foods, Houston, was presented the Certified Hereford Beef five million lb. award.

**Jake’s Finer Foods achieves five million lb.**

Jake’s Finer Foods, headquartered in Houston, is celebrating 70 years of quality, service and solutions for foodservice providers and restaurants throughout Texas and western Louisiana. Jake’s Finer Foods is a family owned and operated leading broadline distributor and restaurant supply company that offers nearly 10,000 quality items to choose from that services a wide variety of industry segments including independent restaurant operators, multi-unit chains, K-12 schools, retail groceries, hospitals, day-cares, caterers and corporate cafeterias.

The chain was founded in 1946 by Kervin and Louise Jacob, whose hard work, determination and positive attitudes set the foundation for the company, which has grown from selling 11 dozen eggs its first week in business to being a thriving and successful leader in the

foodservice industry today. Jake’s Finer Foods and CHB LLC began their partnership in October 2014.

Jake’s is also proud to be the exclusive home of Gourmet Ranch, a custom butcher shop specializing in custom-cut and aged CHB steaks, fresh ground beef, and additional value-added items. Jake’s Finer Foods has a customer-focused commitment to providing quality, service and solutions with an extreme sense of urgency and attention to detail in every interaction.

The core values are based on faith, teamwork, integrity and accountability. “Dreams really can come true when your values include commitment, service and a good day’s work,” says Kervin “Jake” Jacob. For more information, visit [jakesfinerfoods.com](http://jakesfinerfoods.com). **HW**