

Dierbergs Introduces CHB® Deli Meats



by Rob Ames, executive vice president
rames@herefordbeef.org

St. Louis, Mo., based retailer Dierbergs Markets is the newest retailer to carry Certified Hereford Beef® (CHB) deli products in its stores. The 21-store chain launched the new line in early April, becoming the exclusive retailer in St. Louis for CHB deli products.

“Dierbergs strives to provide customers with the best quality products and superior service throughout its stores. Certified Hereford Beef accomplishes this standard of excellence in the deli department,” says David Calandro, Dierbergs’ deli director.

Presently, Dierbergs’ deli will offer roast beef, Italian roast beef, pastrami and corned beef within the CHB line.

Just like Hereford cattle, Dierbergs Markets has a strong tradition. In all of its 152 years, the grocery chain has focused on meeting and adapting to the needs of the customer.

“Our organizations have long, rich family heritages, as well as reputations built on consistency and quality. We are excited to work with Dierbergs in providing their customers with superior Hereford beef,” says Doug Miller, CHB LLC vice president of sales.

Dierbergs Markets is a family-owned grocery chain with 21 stores in the St. Louis metropolitan area. Dierbergs is renowned for high-quality products and excellent customer service. According to independent research, Dierbergs’ customers are among the most satisfied of all major American supermarkets.



Dierbergs’ deli will offer roast beef, Italian roast beef, pastrami and corned beef within the Certified Hereford Beef® line.

“Our deli program continues to see great success in the retail market,” Miller says. “We continually look to add product diversity to the line and find retailers that share our mission to provide a healthy, quality product for consumers.”

Thank you, Sonoma Mountain Herefords

I want to publicly thank Jim, Marcia, Bobby and Jamie Mickelson of Sonoma Mountain Herefords for hosting the CHB LLC board meetings in March.

The entire Mickelson family has a tremendous love of Hereford cattle, and they opened their ranch and home to our group as we plotted the future course of CHB LLC. We greatly appreciate their contributions and are encouraged by people with their heart-felt commitment to this breed and business. **HW**



Mike Shenson, Lincoln International, and Jihae Yang, U.S. Meat Export Federation, discuss ideas for marketing Certified Hereford Beef® (CHB) in South Korea during this year’s Codex Food Show held in Seoul. Lincoln International is the export division of Lincoln Provision and is representing CHB LLC in South Korea.