



CHB takes the spotlight at Meat & Eat

In March, Certified Hereford Beef (CHB®) took part in an exciting opportunity to be introduced to Houston-area restaurants and caterers.



Chef Fredrick Brown prepared CHB strip steak for sampling at the Jake's Finer Foods Meat & Eat.

During the Jake's Finer Foods Meat & Eat, current and potential customers were invited to the urbanCHEF to wine, dine and, most importantly, eat meat. The focus of this event was the proteins offered by Jake's, as well as the capabilities of Gourmet Ranch in offering portion-cut steaks.

The Urban Kitchen atmosphere created a personalized experience for chefs and restaurant owners to ask questions and discover new possibilities, while four chefs prepared different proteins at each station.



Merchants expanded sales staff introduced to CHB

In March the newest additions to the Merchants Foodservice group, based out of the newly formed Tifton, Ga., office, were introduced to CHB product.

Mick Welch, CHB LLC vice president of sales, introduced the product and educated the new Merchants sales staff on the advantages and history of CHB.

In 2011, Merchants Foodservice, based out of Hattiesburg, Miss., was ranked 15th in the nation for foodservice distribution sales by *Institutional Distributor* magazine. It currently has units in Clanton, Ala.; Newberry, S.C.; Jackson, Miss.; and, most recently, Tifton, Ga. **HW**