



“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.



Santoro named northeast regional brand manager

Ron Santoro of Collegeville, Pa., has been named the Certified Hereford Beef (CHB®) LLC regional brand manager for the northeast region. Santoro joins the CHB team with more than 20 years in the restaurant and meat industry.

As the regional brand manager, Santoro will maintain and grow existing retail and foodservice business as well as create consumer awareness of the brand.

“We are excited with the skill set and experience that Ron brings to the CHB team,” says Amari Manning, CHB chief operating officer. “He will be an asset as our business continues to grow and we create demand for our brand in the northeast region.”

Santoro graduated from Pennsylvania State University with a degree in hospitality management.

“My background allows me to understand what customers expect from a branded program,” says Santoro. “My goal is to help create loyalty to our brand and generate additional demand.”

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— Ron Santoro



Ridley’s Family Markets continue to be a CHB brand partner

In 1984 Jerry and Connie Ridley opened their first Ridley’s Family Market in Payson, Utah. Today, their company has grown to a chain of 30 stores. Ridley’s takes pride in being a hometown food and drug store that employs valued members of the local community who enjoy serving their neighbors.

Throughout Ridley’s growth, its focus has remained the same: to provide its customers with exceptional customer service, quality products and competitive prices, compared to big box superstores. Ridley’s strives to provide both great service and value to its large and loyal customer base with stores located throughout Idaho, Wyoming, Utah, Nevada and Colorado.

“At Ridley’s Family Markets, we pride ourselves on offering superior quality product at a significant value for our customers,” Mark Ridley says. “This is why the Certified Hereford Beef program is such a great fit for us.”

Ridley’s Family Markets has been serving its stores’ communities with USDA (United States Department of Agriculture) Choice Certified Hereford Beef for almost 10 years. Kenn Fultz, director of perishables, is a devoted fan of and enthusiast for CHB.

“This program is a cut above all the other programs in the market,” Fultz says. “The sizing, quality and bloom in the meat case is consistent and continues to provide value to our customers.”

Ridley’s Family Markets at 32 years strong is thriving and continues the company’s time-



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honored tradition of serving its local communities.

For more information on Ridley’s Family Markets, visit shopridleys.com or facebook.com/ridleysmarket. **HW**