



**Kohl Wholesale reaches 3-million-lb. mark at spring food show**

On March 25, Certified Hereford Beef (CHB®) was featured at the Kohl Wholesale spring show in Quincy, Ill. This year’s theme, “HistoriKohl,” celebrated 140 years in business with more than 160 vendors presenting menu items to attendees.

This event was even more special than usual, as Kohl Wholesale was also presented with a 3-million-lb. CHB award during the show.

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

“Certified Hereford Beef continues to show strong brand growth within our beef business,”

he says. “CHB gives us a product brand that is ours, and delivers to our customers the quality and consistency they expect.”

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



Pictured during the Kohl Wholesale spring food show (l to r) are: Bron Zimmerman, Kohl Wholesale meat buyer, and Matt Ehrhart, Kohl Wholesale president, receiving the CHB 3-million-lb. award from Mick Welch, CHB LLC vice president of sales.



Promoting the CHB brand at the Kohl Wholesale food show (pictured l to r) are: Mick Welch, CHB LLC vice president of sales; Bron Zimmerman, Kohl Wholesale meat buyer; Matt Sherman, Kerns Meat Co. owner/operator; Fenton Barnard, Kansas City Protein LLC procurement manager; and Joe Sterle, National Beef Packing Co. LLC field marketing manager.



**CHB in demand at Sysco food show**

On April 23, CHB product wowed the crowd at the Sysco Hampton Roads food show in Suffolk, Va.

During this event, CHB LLC and Sysco staff presented the product and touted its benefits to attendees.

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations throughout the U.S., Canada and Ireland. Sysco offers CHB through its Baraboo, Wis.; Minneapolis; Hampton Roads, Va.; Nashville, Tenn.; Boston and Ocoee, Fla., centers. The Hampton Roads division reached the CHB million-lb. milestone in 2012. **HW**



Greg Summerlin, Sysco Hampton Roads center of the plate specialist, educates food show attendees about the benefits of CHB.