



Certified Hereford Beef Tops the Charts

Certified Hereford Beef is gaining popularity among the best in the industry.

by Kayla M. Wilkins

Whether it's a savory steak, a juicy hamburger or smoked brisket, Certified Hereford Beef (CHB®) is on the rise, making its presence known with top-notch restaurants across the country.

The popularity of Hereford beef on the menu has been increasing rapidly in recent years. Award-winning restaurants are gaining reputation with customers and critics alike for their quality of food and service.

In fact, many of these restaurants have been deemed best of the best in their area. Although they each bring forth a culinary experience all their own, they also share a common denominator — Certified Hereford Beef.

Why CHB?

When Scott Ellinger, owner of The Brass Rail in O'Fallon, Mo., first discovered CHB three years ago, he knew it was the product that would

soon exceed the goals he had set for his new steakhouse. Like many, he was seeking the freshest, high-quality product out there and says he found it with CHB.

"I started to develop a restaurant insisting on a higher quality product," Ellinger says. "When Sysco St. Louis brought in the CHB line, it just made sense they would bring it out here to show to me."

Like Ellinger, the quest for a high-quality, consistent product is what first drew many culinary artists to the product line.

"For me, it is the pursuit of perfection," says Austin Simmons, chef at Hubbell & Hudson Bistro in The Woodlands, Texas. "If we are not all trying to get better every

day in what we do in our craft, then what are we doing?"

Simmons turns out a burger that doesn't disappoint in the slightest. He says it pleases his customers, in part, because the product is consistent in quality and has a taste that keeps his customers satisfied.

However, Simmons is not alone in the hunt for perfection. Striving for excellence is key to other restaurants' success, as well. In the initial search for a superior product to fit his St. Louis steakhouse, Derek Gamlin, owner of Gamlin Whiskey House, explains he would settle for nothing less than the best for his customers.

"I went on a search for the best beef I could possibly find," Gamlin says. "After menu samples, we chose the Hereford program purely because of the consistency of taste that we found from it."

In contrast to the high-quality steaks and chopped beef CHB has provided Gamlin, Simmons and Ellinger, it is the brisket that best fits the bill for the food trailer turned brick-and-mortar restaurant in Bluefield, W.Va. Travis Harry, owner of The Big Whiskey BBQ Company, says he adds a Texas flare to his smoked creations and receives plenty of positive feedback from his customers for it. It was actually the positive responses to his hobby cooking that first prompted him to pursue a passion in food service. He attributes the end quality of his barbecue to the quality he starts with in CHB.

"When you start off with an amazing piece of tender meat it only gets better from there," Harry says. "By choosing Certified Hereford Beef, we can multiply the tenderness by our smoking process and it is just what the customers are looking for."

All-star reviews

The major strides toward perfection are not going unnoticed. The feedback these restaurants have received from customers and critics is astounding. The theme

is certainly a positive one. From being named best steak in O'Fallon to one of the top burgers in the Houston area, CHB is aiding restaurants in making their way to the top of the charts.

Ellinger says the consistency the product brings to the table is unmatched. He explains the quality paired with his restaurant's stellar service is what keeps its doors open.

"We have seen much improved guest satisfaction," Ellinger says. "The quality of the product is way more consistent; it is just much better."

This quality has sent The Brass Rail to the top when it comes to ratings as it was named the city's best steakhouse in the 2015 Best of O'Fallon Awards. Ellinger has even taken it one step further by opening his own meat market as an extension to his restaurant, selling exclusively CHB. He says he is eager to grow with the brand by expanding his business.

"As far as CHB goes, I am so happy with the product," Ellinger says. "I am so happy that it was introduced to me because it has made a difference and will continue to."

Much like The Brass Rail, customer experience is everything for Hubbell & Hudson Bistro. After

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At Gamlin Whiskey House the CHB filet is the most well-known entrée.



The Big Whiskey BBQ Co. keeps customers coming back with its Texas-style brisket.



The Brass Rail was named the city's best steakhouse in the 2015 Best of O'Fallon Awards.



Hubbell & Hudson Bistro in The Woodlands, Texas, is known for one of the best burgers in the Houston area.

PHOTO COURTESY OF CREATIVE ENTOURAGE

PHOTO COURTESY OF THE BIG WHISKEY BBQ CO.

PHOTO COURTESY OF THE BRASS RAIL

PHOTO COURTESY OF HUBBELL & HUDSON BISTRO

being named as serving one of the best burgers in the Houston area by *Houston Press*, it is apparent they are doing something right.

“We have never had a complaint on our burger here and that is what keeps me with Hereford,” Simmons says. “It has been a super consistent program. It means a lot to me that it is consistent and the guests never having an issue is important to us.”

The positive feedback has inspired Simmons to begin introducing more dishes featuring CHB chopped beef, and he says he is eager to see how customers react to his newest creation.

Meanwhile, Gamlin Whiskey House is making a name as

having one of the top steaks in Missouri according to *Zagat’s “50 States, 50 Steaks”* article published in February. After years in the restaurant business, Gamlin knows how crucial it is to provide what his customers are demanding, as well.

“The customers can see the consistency and legitimacy of what we are doing,” Gamlin says. “They know what to expect when they come for a steak at Gamlin Whiskey House and they know they are going to get a quality cut every time.”

The positive feedback from customers and critics doesn’t end

with burgers and steaks; CHB was also a judge’s first pick at Clay Country’s Cook-off recently. Harry says he feels CHB has set his barbecue apart in terms of tenderness and flavor. He notes the gratification of a satisfied customer.

“It is a good feeling when you see someone bite into the brisket and then they start doing the head nod to the people that are sitting at the table with them,” Harry says.

At the end of the day, the owners and chefs can all agree it is the customers that drive their passion for the restaurant business.

“I do certainly take those moments and they are very special to know that we are being recognized with some of the best restaurants out there because of how hard we try to put the right stuff on the plates,” Ellinger says.

Committed to excellence

The product line behind the scenes of these successes is growing and turning heads all on its own. The American Hereford Association (AHA) has a time-honored tradition of aiding ranchers in producing the highest quality Hereford cattle possible. This tradition does not end with CHB LLC.

“When we are providing customers with a high-quality, valuable product, we are giving them options on what they can serve, showing them the versatility of the product and the different menu applications,” says Amari Manning, chief operating officer and general manager of CHB LLC. “What that does for the culinary side is it allows them to utilize the items that are best fit for their restaurants and their demographics.”

When restaurants can utilize the product and see value through positive feedback from customers, it also speaks volumes to CHB LLC. Manning explains how important brand integrity is for the future growth of the program.

“This means that the restaurateur is finding value in our product’s performance and consistency,”

Purchasing Certified Hereford Beef made easy

In today’s technology-driven society, everything seems to only be a click away. As of late May, that is now reality for individuals tracking down Certified Hereford Beef (CHB®) products. The map-listing feature on *HerefordBeef.org* allows anyone to run a search for food distributors, restaurants and even grocery stores that carry CHB near them.

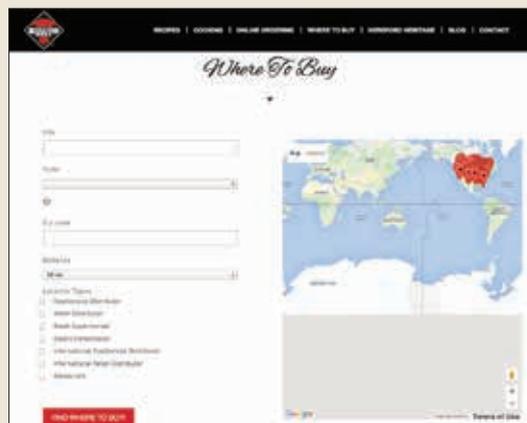
“The map feature on the website will make the search for CHB more efficient and user-friendly,” says Amari Manning, chief operating officer and general manager for CHB LLC. “It will automatically detect your location services and tell you where the CHB distributors, retailers and restaurants are near you, or if you are traveling and want to know where you can get a good steak then it will direct you exactly where to go.”

The map can be easily accessed under the “Where to Buy” tab on the homepage of *HerefordBeef.org*. Once customers reach the map, they can either utilize location services to generate CHB carriers nearby or use another option to manually type in city and state or zip code for the search. Manning notes restaurant owners looking for a CHB distributor in their area can even utilize the feature.

Easy access to CHB does not end there. Customers looking to purchase CHB products can also do so on *ShopHereford.com*. Shoppers can visit the “Butcher Shop” and, at the click of a button, can order a variety of products including ribeyes, T-bones and tenderloin steaks and then expect them to be delivered the next day by overnight shipping anywhere in the United States. **HW**



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The map-listing feature on *HerefordBeef.org* allows anyone to run a search for establishments that carry CHB near them.

Manning says, "We want our customers to be loyal to the brand and when it performs as expected, we are strengthening our partnerships."

CHB LLC is committed to excellence and have aided in the growth of the program on a worldwide scale to a variety of customers. Today, almost 7,000 ranchers produce more than 52 million lb. of CHB across the United States. These numbers only continue to increase along with quality.

"The brand will continue to grow with integrity and become a well-recognized brand and a household name," Manning says.

Those reaping the benefits of the growth of CHB can also attest to the positive outlook for the future. Ellinger explains the potential he sees for the program and says if the program maintains quality, there is no other direction but up.

Ellinger concludes, "The sky is the limit." **HW**

Raising Certified Hereford Beef



Producing cattle that qualify for the Certified Hereford Beef (CHB[®]) program and meet the demand set by consumers is all in the hands of cattle producers across the United States.

In the American Hereford Association's (AHA) quest to identify and promote high-quality groups of Hereford and Hereford-influenced feeder cattle to reputable buyers, it has developed a tool for interested producers to utilize through the \$CHB Program. This tool is a free resource for producers that will aid in marketing Hereford and Hereford-influenced cattle for maximum profit through the \$CHB program. This user-friendly tool only requires a simple feeder cattle information form available through AHA that producers can complete and return.

To learn more about these resources and tools, visit HerefordFeederCattle.com. **HW**

