



Judge Bean's

Putting the "beef" back in barbecue with Certified Hereford Beef.

by Sara Gugelmeyer

The South is world-renowned for its pork barbecue, but Aubrey "Judge" Bean feels that traditional Texas-style beef barbecue is better, and he's trying to convince the Nashville, Tenn., population of his belief. And he's doing it with Certified Hereford Beef (CHB®).

Born in Texas, Bean and his family moved to the Nashville area while he was in high school. He returned to Texas after college. Although his degree is in petroleum engineering, he worked in the sports clothing and manufacturing business for years, based out of Austin, Texas. His job brought him to Tennessee many times to visit clients. He enjoyed Nashville but noticed the lack of good beef barbecue.

Bean was already more than just a barbecue fan; his grandfather the original Judge Bean, owned a restaurant in Wichita Falls, Texas, where he taught Aubrey how to barbecue. Following in his grandfather's footsteps, Aubrey Bean, too, decided to open a restaurant. He chose the Nashville



area because he wanted to provide a place there to eat beef barbecue.

"My grandfather always had a big restaurant in Wichita Falls, Texas, and I wanted to do that as well," Bean says. "I chose Nashville because they didn't have Texas beef barbecue, and we just feel like beef is a better product than pork."

Like him, there are many ex-Texans who reside in the Nashville area. In fact, Bean is part of a "Texas Exes" organization, of which there are about 1,400 members in Nashville.

In April 2009, CHB LLC-licensed Nashville-based Robert Orr Sysco as a CHB distributor. Right away a meeting was set up with Aubrey Bean, who was looking for a way to set his barbecue apart. Bean met with CHB LLC

foodservice director Mick Welch. The decision was easy, Bean says.

"I'd had Angus before and wasn't impressed. They contacted me about Hereford beef, and I tried some of it and thought 'This is awesome.' It was a lot better, and it's grilling up a lot better too."

Bean, who is the cook as well as part owner, says he has also had great customer feedback. "Everyone talks about how great everything is, and it seems we are getting bigger and better compliments."

Since Judge Bean's Bar-B-Que opened in May, the numbers have proven its popularity as well. Bean says the restaurant serves between 500 and 600 people a day and thousands of pounds of brisket a week.

The restaurant features a wide array of barbecue options, sides and appetizers but also boasts an impressive CHB "Judge's 16 oz. Steak."

The menu describes each item in a witty conversational style. For instance, the "Judge's Smoked Sausage" is offered in beef or pork. "Texas beef for the real cowboy, pork sausage for the tenderfoot." The whole menu is available for potential customers to view at www.judgebeans.com, and it also makes for some entertaining reading. Catering is also available.

Bean has big plans for many more Judge Bean's Bar-B-Que restaurants. He and his partners will open another location in Franklin, Tenn., soon; and they hope to have about 20 restaurants across the country in the next few years. That's good news for beef-barbecue lovers and for CHB. **HW**



(l to r) Mick Welch, Aubrey Bean and one of Bean's partners Bobby Burton. Other partners not pictured are Andy Johnson and Shannon Terry.