

**CHB promoted at food show**

Certified Hereford Beef (CHB) LLC staff promoted CHB® and visited with potential customers at the Affiliated Food Service Show on Aug. 31 in Amarillo, Texas.

Affiliated Foods Inc. has served grocery stores and restaurants in Texas, Oklahoma, Kansas, New Mexico, Colorado, Arizona, Arkansas and Wyoming for more than 60 years. It is also a distributor of Choice CHB.



Jim Price and Rudy Smith, Affiliated Foods Inc. meat merchandisers, promoted CHB at the Affiliated Food Service Show.

**Houston's Place customers love CHB**

Houston's Place, Priceville, Ala., has found that featuring CHB on its menu is generating great results.

Owners Michelle and Robin Moody opened the doors on this new establishment in late July, featuring CHB ribeye and sirloin steaks and CHB beef tips in their specialty — shepherd's pie.

Michelle says she was sold on CHB from the first sample she tasted.

"You could cut it with a fork. You don't even need a knife, and the flavor is the best I've ever had," she says. "We knew we were going with Certified Hereford Beef from the get-go. We made a lot of changes to our menu before the doors opened, but we never changed this."

And their customers seem to agree: the quality and taste are unmatched.

"Customers are telling us how good it is, and that they'll be back," she says. "One customer ordered and ate a 14-ounce ribeye, then turned around and ordered and ate another — all in one sitting. He said it was the best steak he'd eaten in his entire life."

Michelle says she appreciates knowing that CHB is exactly what it says it is:

Hereford beef. And when customers ask about CHB — noticing the restaurant's signage and menu promoting the product — they're impressed.

"A lot of people advertise things, not knowing exactly what they're selling," she says. "We know we're serving 100% Certified Hereford Beef. People love the thickness of the steaks, and overall, they're impressed. Once someone tries Hereford beef, they know it."

**CHB: A natural choice for Hilton of Branson**

The Hilton Branson

Convention Center Hotel, Branson, Mo., is finding tremendous success with CHB. Not only is CHB a featured menu item in its "Level2 Steakhouse" — the Hereford product is also a center-of-plate choice for its Branson Convention Center.

Nathan Read, director of food and beverage, says when the Level2 Steakhouse rebranded and reopened last spring, its goal was to create a unique dining experience. "We wanted to create an atmosphere where you could feel special and unique," he says.

Read says they strive to create this atmosphere by adding special touches — including a knife service, in which diners can select from several knives featuring marble or stainless steel handles, and an extensive wine list.

And, when it came to beef, they strove for only the best, as well.

"We chose Certified Hereford Beef two years ago," Read says. "We did multiple, blind cuttings of a variety of brands. The Hereford beef cut very well. Our owner really likes Kansas City strip steak — and the Certified Hereford Beef strip steak won him over. The strip steak had more flavor and was more tender than its competition."

That quality carries over into other cuts, as well, Read says.

"Each Certified Hereford Beef product we serve features great flavor and tenderness," he says. "Certified Hereford Beef has a flavor a bit different

from anything else. It's fantastic."

And, the restaurant customers agree. On the Level2 Steakhouse menu, CHB filet, strip steak, ribeye and half-pound burgers are featured.

"We've had tons of great feedback on the Certified Hereford Beef menu items," Read says. "Customers say it has great flavor and is excellent quality. Plus, we cook in 1600-degree infrared ovens, which make a great steak with a crispy crust on the outside."

Read says the service he receives from the CHB LLC staff is second to none.

And, he says, he and his customers appreciate the CHB story. "The fact that the product is being produced by smaller ranches and family farms is appealing," he says. "They come together to provide this wonderful product, and they put great care into raising the animals."

Read says CHB has been a choice item for their Branson Convention Center meals, as well. In this 220,000 square foot convention center, beef was once selected based on price. However, Read says, the affordable quality of CHB has since won over.

"In all my years, I've cherry-picked meat to make a profit," he says. "However, the value of Certified Hereford Beef comes into play. The consistency of the tenderloins and ribeyes, as well as the value, has allowed me to use the Hereford product, alone, for beef."

Often featured on the convention center menu is CHB sirloin steak and mushrooms, Kansas City strip, tenderloin, ribeye and mesquite-smoked prime rib.

For restaurants considering a switch to CHB, Read says the choice is clear.

"It's very fairly priced and a great value," he says. "Also, look at the flavor and tenderness. Then, look at the story of the product — how it's produced by small, Midwestern farms and ranches. It's really a no-brainer."

To learn more about the Level2 Steakhouse, visit level2steakhouse.com. **HW**



The Level2 Steakhouse features many CHB cuts on its menu, including a half-pound burger.