



**CHB: The showstopper**

Certified Hereford Beef (CHB) LLC was the main event and showstopper at the 2013 Affiliated Fall Food Show at the Amarillo Civic Center, Amarillo, Texas. Customers congregated from Texas, Oklahoma, Colorado, Kansas, Arizona, Arkansas and New Mexico to sample a taste of CHB® ribeye.

It was evident customers relished the taste of CHB with each sample they consumed while asking further details about the program. Russell Fontenot, Affiliated Foods director of meat operations, credits the success of the program to Affiliated’s loyal customers, who rave about the flavor profile of the product.

“We know after the first time a customer tries the product, they will be back.” Fontenot says. Furthermore, he attributes the success of the program not only to their staff but also to the partnership with CHB LLC and National Beef Packing Co. LLC.

Affiliated Foods has been a CHB LLC partner for more than seven years. During that time span, the company has utilized more than 21 million lb. of CHB. Affiliated Foods has been in operation since 1946 and has hosted two food shows a year since the 1950s.



Mick Welch, CHB LLC vice president of sales, and Mike Pina, owner of Vista Markets, grilling CHB ribeye sandwiches.

Currently, four Vista Markets stores carry CHB, and Pina said his company is looking to expand the program to its other locations.

To follow Vista Markets go to [Facebook.com/VistaMarket](https://www.facebook.com/VistaMarket) and like its page.



**Miller’s Markets help sponsor charity golf**

On June 18 CHB LLC participated in the Miller’s-Holsum charity golf outing in LaGrange, Ind., which was sponsored in part by CHB merchant Miller’s Markets.

During the event, 36 teams teed off in support of two local families facing medical issues and needing financial support. CHB LLC sponsored a hole. And, all participants enjoyed a CHB ribeye steak sandwich, provided by Greater Omaha Packing Co. Inc. This event raised nearly \$9,000 for the two families in need.

Miller’s Markets operates nine supermarkets in northeastern Indiana and northwestern Ohio and has been a loyal CHB customer since 1998. **HW**



Pictured at the Miller’s-Holsum charity golf outing (l to r) are: Josh Dukehart meat department associate at Miller’s Super Valu, Rome City, Ind.; Jim Milliman, store manager of Miller’s Super Valu, Rome City, Ind.; and Mick Welch, CHB LLC vice president of sales.



Pictured at the Affiliated Foods Fall Food Show (l to r) are: Dave Musclemann, David Ollre and Mike Louderback of National Beef Packing Co. LLC; Russell Fontenot, Affiliated Foods director of meat operations; and Mick Welch and Andrew Brooks, representing CHB LLC.



**More satisfied customers**

Vista Markets, El Paso, Texas, hosted its second CHB cookout on June 29.

Vista Markets began offering CHB in 2011 and has steadily increased sales during the past two years. Mike Pina, owner of Vista Markets, was humbled with the increase in attendance at the cookout and sold more than 350 sandwiches.

Pina recognizes the CHB program as a branding opportunity for his stores. He says, “Other locations that do not carry CHB have customers who tell the meat managers there is a difference in the quality of the product.”



Cash Wise opened its 13th store in Watford City, N.D., on July 17. Chef Todd Callander served CHB tri-tip during the opening.