

Eating Satisfaction Wins Customers



Arden Gremmert

I am a staunch believer in the eating quality of Certified Hereford Beef® (CHB), having experienced its performance hundreds of times during the last 13 years. CHB is consistently tender, tasty and juicy time after time after time. These traits make all the difference when we go into a “cutting” (or taste test) at a prospective customer’s restaurant to do battle with our competitors for center-of-the-plate beef business.

- ✓ We have great cutability and incredible yields.
- ✓ CHB primals and subprimals are very consistent in the box and on the plate.
- ✓ Our pricing matrix in the beef industry is very competitive and our featuring possibilities are remarkable.
- ✓ Seasonally, we have excellent supplies for summer grilling and the holidays, unlike many of our branded competitors.
- ✓ Top-notch service: We as staff provide it, right along side our distributors.

But the thing that sells CHB to new customers is just how good it is to eat and their patrons’ enjoyment of our truly amazing beef.

Customer eating satisfaction wins the business

At our foodservice meeting in Orlando, Fla., Oct. 31-Nov. 2, I heard directly from

many of our leading hotel, restaurant and institutional (HRI) distributors that they win new customers with our high-quality palatability every day.

For example, a large Eastern U.S. CHB distributor was invited to compete for a prestigious account against a nationally known branded product’s prime line. The restaurant brought in the entire staff, ownership and management for the cutting to be sure there would be a strong team to judge the outcome. In all, 30 people tried the two beef lines in a blind taste test structured so even the chef did not know which product was which.

The chef’s team carefully selected and cut the steaks to be sampled, being sure to trim them identically and present them well. The steaks were specifically cooked by the chef to the exact degree of doneness for the test and then cut into bite-size pieces to be tasted.

After all the test ballots were marked, recorded and tallied, the vote was unanimous: Certified Hereford Beef won! The crowd was stunned — it wasn’t even a horse race! Every person involved chose CHB as the best eating experience by far. They judged it on the key criteria restaurant patrons use: tenderness, flavor and juiciness in every bite. The other benefits, such as lower wholesale pricing and much-improved yields, are simply icing on the cake for this new client.

This success story is not an isolated case, nor is it out

of the ordinary. It happens all the time, and we are growing because of our consistent eating experience. This is a sales process that goes on day after day in cities and towns served by our partner foodservice distributors. They dedicate time and staff resources to presenting our product to customers they know are interested in the best.

Reinhart quickly converts customers

In July we signed on Reinhart FoodService’s Omaha, Neb., division to cover the stretch from Omaha to Kansas City. We’ve long sought major distribution in this territory and now we have it — and it is growing rapidly.

Reinhart began by carefully converting most of its current customer base from whatever they were buying to CHB. That is a remarkable commitment to our beef, as making a change is no easy task with existing clients. But it worked, and now we’re clipping along at a pace that will reach 50,000 lb. or more per month in sales by the time you read this article in December 2007. That’s selling beef at a rate of 600,000 lb. per year after only a little more than four months of effort. And there’s more to come.

Other Reinhart divisions are eyeing the success we’ve had in the Omaha division and asking what they can do to participate. We’re making headway in those divisions toward more sales opportunities in both fresh beef and further processed channels.



Tim Martin of a.j. Martin, Warwick, RI., demonstrates cutting and presentation examples of the Frenched short rib for some of the nation’s leading foodservice distributors during CHB LLC’s bi-annual foodservice meeting in late October.

CHB foodservice leaders gather in Orlando

The centerpiece of our foodservice meeting in Florida was a wide-ranging discussion of CHB foodservice ideas, opportunities, potential brand marketing, new items and productive sales strategies. The gathering featured some of the best and brightest minds now working in the U.S. HRI industry.

After exchanging powerful sales ideas and sharing effective business development plans, each participant went away with a promise of higher performance levels. New orders are coming in with greater breadth and depth of CHB cuts added to their line. Underutilized cuts are finding a home with some of our distributors as they look with fresh eyes at their customers and their potential customers. Our packing representatives presented detailed strategies to better use a larger percentage of each CHB carcass by creating profitable beef deals on specific items through specific distributors. We all believe there is more to do and that the profit motivation is there for all segments of our system to work together efficiently.

We need your help

I know it's not easy for all American Hereford Association (AHA) members to be personally involved in creating the Hereford cattle stream we need for CHB. But if you can, and the decision is yours to make, please consider helping us build this program from the ranch to the fork. We need your help to continue beating the competition and supplying the best branded beef program in America to our growing list of customers. **HW**