



# CHB® Appeals to Restaurant's

The Jonesville Store, Clifton Park, N.Y., has discovered Certified Hereford Beef (CHB®) is the perfect complement to its local ties and flair.

Established in the historic district of Clifton Park, the Jonesville Store is located in a building with a history dating back to the 1850s — and that history is documented through the National Register of Historic Places.

Chef Robert Rivers Jr. says when the Jonesville Store was established five years ago, the plan was to create a “fine dining-esque” atmosphere, allowing customers to feel cozy and comfortable.

“We want them to feel as if they’re at home,” he says.

Live folk and bluegrass music provides an added ambiance on the weekends. And a local artist gallery, Local.Art.Works, is located on the second floor of the establishment — providing yet another draw for residents and tourists alike.

In the restaurant, a fully stocked showcase provides ready-to-go meals and salads.

“Customers can come in and have lunch by selecting items straight from the case — a variety of salads, sides and entrees,” Rivers says.



Chef Robert Rivers Jr. was the recipient of the Distinguished Chefs of Hereford Beef award in 2010. This award, established in 2008, recognizes chefs or restaurants who feature CHB and the program's logo on its menus, and are registered with and authorized by CHB LLC.



The Jonesville Store features many ready-to-eat items in its fresh showcase.

And, for evening meals, customers can choose from items in the case, or from a menu of five entrees that rotates every four weeks. This rotation allows Rivers to make the most of local produce, which is a highlight of the menu.

“By rotating the menu, we can make the most of what comes in, local-produce wise,” he says. “We use local tomatoes, apples, squashes, leeks and broccoli, in addition to the fresh produce available throughout the year. Local farmers grow for us, and one man goes to the farmers’ markets for us to purchase produce. A lot of places say they use local produce. But we really do — with 80-85% coming from local sources.”

The rotating menu provides variety for customers, Rivers says.

“The changing menu keeps new customers coming in, and keeps regular customers returning back,” he says. “It’s always something different.”

## The main entrée: CHB

One thing that remains constant is the main entrée — beef, which has remained CHB for the past two years.

“In the past, we had used a variety of beef brands,” Rivers says. “However, we were having trouble meeting our price point and portion size. They were too expensive, or the steaks were paper thin.”

When Rivers was introduced to the CHB product, he was impressed.

“We tried it,” he says. “I thought, ‘Wow, this is good. This is really good.’”

Rivers says the entrees of the Jonesville Store range from \$16-19.

“We want it to be affordable,” he says. “We want something that looks right on the plate and tastes right, without our customers having to pay a great deal for it. When you put that 10-ounce ribeye on the plate, it’s a compact piece of meat that looks much bigger. You put that in front of someone, and they’re impressed.”

## The CHB advantage

The greatest advantage of CHB, however, is the flavor, Rivers says.

“The ribeye is my favorite, by far,” he says. “We’ve tried a variety of brands — organic and grass-fed included — and the Hereford line is truly the best piece of meat I’ve ever had. It doesn’t need any masking. It just needs a little salt when you’re grilling it, and that’s it. Why would you mask that great flavor?”

In addition to the ribeye, the Jonesville Store also utilizes the Kansas City strip steak and is looking into other cuts, as well.

The Jonesville Store is also proud of the tradition of the CHB brand.

# Local Ties and Atmosphere



“The breed started in this area, and the cattle are still raised in this area,” Rivers says. “It all ties back to what we’re trying to do here, which is to promote local products with everything we do. It’s a local product with a local heritage, and that’s a win-win situation for us.”

And, the customers agree.

“Our customers love it — they absolutely love it,” Rivers says. “We do prime rib night every Tuesday, and the response is unbelievable.”

Located between Albany and Saratoga, N.Y., Clifton Park sees many tourists during the summer months — with race fans stopping by on their way to the Saratoga Racetrack.

“Many customers stop in and say it’s the best steak they’ve ever had,” Rivers says.

Rivers says he and the Jonesville Store staff take every opportunity to educate customers about their local products — including CHB.

“We try to educate customers as much as possible,” he says. “We explain the heritage of Certified Hereford Beef, and our customers like to hear that.”

To learn more about the Jonesville Store, visit [thejonesvillestore.com](http://thejonesvillestore.com). **HW**



Located in a building with a history dating back to the 1850s, the Jonesville Store strives to create a cozy, at-home feel.