



Brisket, the CHB steer, and baseball-themed stress balls drew attendees to the CHB LLC booth at the Jake's Finer Foods' 16th Annual Food Show on Sept. 19.



**A grand slam with CHB®**

On Sept. 19, Certified Hereford Beef (CHB®) hit a home run at the Jake's Finer Foods' 16th Annual Food Show — "The World Series of Flavor" — held at the Reliant Center in Houston, Texas.

In the bullpen, Jake's custom cut shop, Gourmet Ranch, displayed its complete array of center-of-the-plate offerings including CHB, while a team of chefs served up delicious grilled samples and menu creations.

Danielle Starr, CHB LLC district manager, visited with restaurants and grocery stores about using CHB — in particular, the CHB Classic Program.

"Potential customers loved the Certified Hereford Beef booth because of a photo opportunity with Brisket, the Certified Hereford Beef steer, and free stress balls featuring our logo and the logos of Jake's Finer Foods and Gourmet Ranch," she says. "Immediately after entering the food show, customers entered the bullpen. Their first view was the meat case with our product, and they were drawn by the aroma of freshly prepared beef by Chef Thomas Tanes."

2012 marks 66 years of business for family-owned Jake's Finer Foods, which has grown into a leading full-service broadline distributor offering a selection of nearly 10,000 products. Jake's Finer Foods distributes to foodservice providers and restaurants in Texas and western Louisiana. To learn more, visit [Jakesfinerfoods.com](http://Jakesfinerfoods.com).



**Affiliated Foods renews commitment to CHB**

Affiliated Foods, Amarillo, Texas, has long supplied CHB to its customers.

But Mike Snyder, Affiliated Foods vice president of food service sales, and Russell Fontenot, Affiliated Foods director of meat operations, say they have begun a new commitment to promoting Certified Hereford Beef to its clients.

"We are really excited about Certified Hereford Beef," Snyder says. "When our salespeople go into an operation, the consistent quality of the product sells itself. We even began guaranteeing the product several months ago, which is saying a lot on a \$300-\$500-per-case product. But we've never had to use it."

Affiliated Foods is so sold on CHB that it is telling the world — or at least, its part of the world. The rear doors of 10 Affiliated Foods trucks will feature the CHB logo for the next five years. These trucks travel through west Texas to Ruidoso, N.M., Albuquerque, N.M., and remote parts of New Mexico and into southern Colorado.

For 60 years, Affiliated Foods has met the needs of grocery stores and restaurants in Texas, Oklahoma, Kansas, New Mexico, Colorado, Arizona and Wyoming. **HW**



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In April, Mick Welch (right), CHB LLC vice president of sales, promoted the CHB product at the Affiliated Foods Food Show in Amarillo, Texas, with Affiliated Foods Director of Food Service Mike Snyder.