



“CHB Bites” is a column designed to keep you in-the-know about Certified Hereford Beef (CHB®) program happenings. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.



**CHB travels to food shows**

The Certified Hereford Beef (CHB®) team attended nine food shows this fall to discuss the benefits of CHB with restaurant owners across the country.

CHB Chief Operating Officer Amari Manning, Regional Brand Managers Ron Santoro and Sarah Samuels, and Marketing and Communications Coordinators Kaylen Baker and Katy Holdener attended these shows, hosted by distribution partners including Sysco, Kohl Wholesale, Springfield Grocers and Jake’s Finer Foods.

“I really enjoyed visiting with our CHB customers at food shows this fall,” Holdener says. “Meeting with our distributors and licensees helps to better our understanding of what they are looking for from us

from a marketing standpoint, which will help our team improve our marketing strategies to better serve our customers.”

While at food shows, the CHB team can hold meaningful, one-on-one conversations with future customers, which allow a greater understanding of the brand.

Santoro says the opportunity to hold individual conversations with consumers creates a great advantage for the company.

“When we are at food shows, the customers are on our turf,” Santoro says. “They don’t have the day-to-day distractions of their operation or employees interrupting them. The bonus is they can also try what we are sampling. Once they try our product, they are impressed with the quality of what we offer and ask even more questions.”

Baker says in the end, the product sells itself.

“One of the things I enjoy talking with customers about most is the 7,000 Hereford ranchers across the country that work hard to produce a healthy, safe and affordable product for consumers,” Baker says. “We are a local brand, and people love that. They like to know they are supporting their local rancher while getting a delicious product to serve to their customers.”



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**CHB recipe contest announced**

Help us kick off the holiday season by submitting your favorite Certified Hereford Beef recipe. Any type of holiday recipe utilizing a CHB product will be considered. Submit your recipe, including the ingredients and instructions, by visiting [bit.ly/chbrecipecontest](http://bit.ly/chbrecipecontest).



The recipe contest will be open from Friday, Nov. 11, to Friday, Dec. 16, at 12 p.m. CST. Once the submission period closes, a panel of CHB professionals will sort the top three recipes to be featured on CHB social media platforms. Our audience will vote on the top three recipes. The recipe with the most votes (likes, comments and shares) by Friday, Dec. 23, will be selected and the person who submitted it will be contacted to receive a \$100 gift card to our butcher shop at [ShopHereford.com](http://ShopHereford.com).

For more information about the recipe contest, contact Katy Holdener at [kholdener@hereford.org](mailto:kholdener@hereford.org). **HW**