



*"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.*



### Jimmy Kelly's Satisfies with Certified Hereford Beef

While at the Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in Nashville, Certified Hereford Beef (CHB®) and the American Hereford Association (AHA) promoted several local restaurants serving CHB, including local staple Jimmy Kelly's Steakhouse.

Jimmy Kelly's opened its doors in 1934, when the late John Kelly founded the American steakhouse one year after the end of prohibition. Mike Kelly, grandson to founder John, now owns Jimmy Kelly's. Eighty-three years later, the restaurant is serving tender, juicy and flavorful CHB steaks in a Southern mansion nestled in the heart of Music City.

"We picked up a few CHB products about 8 years ago and

were pleasantly surprised," Mike says. "For about 7 years we've had a completely Hereford beef program."

For the iconic steakhouse, consistency in its product is key.

"The consistency of the Hereford product is above average," Mike says. "Rule number 1 in the restaurant business is you have to be consistent. We had a very good product before, but we felt the CHB was consistently above average and had a very exceptional flavor profile. It was noticeably different."

One unique aspect of the Kelly family is they used to be in the cattle business.

"When I was a kid, we had a farm right outside Nashville and raised cattle for 25 years," Mike says. "I was lucky to grow up and learn appreciation for that side of the business as well."



PHOTO COURTESY OF JIMMY KELLY'S

Mike says he is grateful Hereford breeders work hard to produce a high-quality product.

"I really appreciate all of those cattlemen out there continually producing the CHB product," Mike says. "It's clear the producers recognize the need for a quality product and they are continuing to produce it. It's what keeps our business strong."



### CHB launches Premium Program

Certified Hereford Beef partnered with National Beef Packing Co. to launch production of the CHB Premium Program on Jan. 9, 2017.

The CHB Premium Program will provide new opportunities for CHB to expand its customer base and to provide a high-choice beef program to new accounts seeking a premium product.

"As the industry has evolved and the genetics of the cattle have improved, the viability of a CHB premium program became increasingly apparent," says Wes Steimel, National Beef business manager. "This CHB program



will provide the differentiation that many customers are looking for and the quality grade to outperform competing brands."

CHB Chief

Operating Officer Amari Manning says the CHB Premium Program will allow CHB a competitive

advantage over all high-choice programs in the industry.

"Partnering with National Beef allows us to add another level of quality and consistent product that only the Hereford breed can provide," Manning says. "Our goal is to continue to service all our loyal customers with the best possible product and to gain additional market share by providing a unique

product for consumers who demand premium quality."

National Beef also shares excitement of the continued partnership with CHB.

Steimel says, "It is exciting to be able to provide our loyal CHB customer base with a product that is going to help them be even more successful and expand their distribution."

At the end of the day, the CHB Premium Program is about giving the customers what they want.

"The program really is one-of-a-kind," Steimel says. "It's producer owned, high-choice Hereford beef. The consistency will be second to none." **HW**