



by Kaylen Baker

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



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Norsten presents at the Minnesota American Culinary Federation Banquet

CHB Regional Brand Manager Tim Norsten attended the Minnesota American Culinary Federation Banquet Aug. 29 in Buffalo, Minn.

The American Culinary Federation is a group of accomplished executive chefs who gather to discuss the food and beverage industry and hot products on the market.

Norsten presented the history of the Hereford breed and CHB to more than 40 executive chefs in attendance. Greater Omaha Packing Co. donated CHB steaks for dinner after the presentation.

After hearing the feedback from the chefs in attendance, Norsten says the event was a huge success

"The chefs were very impressed with the flavor profile of the steaks," Norsten says. "They kept talking about how tender and juicy the steaks were. They were very complimentary about the quality of product and wanted to know how they could get Certified Hereford Beef to serve in their restaurants." **HW**

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CHB sponsors the American Royal World Series of Barbecue Kids-Que Contest

Certified Hereford Beef (CHB®) was the official sponsor of the 11th American Royal World Series of Barbecue® Kids-Que Contest Sept. 2 at the Kansas City Speedway.

The American Royal World Series of Barbecue is in its 38th year and is the largest barbecue competition in the world, bringing the best in barbecue to Kansas City from across the globe to compete.

"Certified Hereford Beef was proud to be a title sponsor of the American Royal World Series of Barbecue Kids-Que contest," says CHB Chief Operating Officer Amari Manning. "We believe it is important to invest in the next generation of chefs and expose them to our Certified Hereford Beef product. The

kids made some really impressive dishes with their CHB hamburger meat and steak."

The Kids-Que contest allows ages 6-15 to showcase their barbecue and grilling abilities to a panel of judges in a fun and educational environment. Ages 6-11 compete in the hamburger contest, while ages 11-15 compete in the steak contest. National Beef Packing Company, LLC donated the CHB hamburger and steak meat to the 75 teams, and each participant was given a CHB goodie bag.

Manning and CHB Director of Commercial Programs Trey Befort participated in judging the Kids-Que. "It was fun to judge the Kids-Que and see Certified Hereford Beef featured at such a great event," Befort says. "I enjoyed seeing the next generation of pit masters using Certified Hereford Beef product to create some really great entries in the contest."