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Feb. 23, 2018

### **Certified Hereford Beef Expands Product Offering with Chop House Burger**

**KANSAS CITY, Mo.** — Certified Hereford Beef® is expanding their product offering with the addition of the Chop House by Holten® Certified Hereford Beef burger.

The Chop House burger will give foodservice and restaurant partners additional options to serve the *Certified Hereford Beef* brand to consumers who demand a juicy and flavorful high-quality beef product. The new product was developed in partnership with Branding Iron Holdings, Sauget, Ill.

“We are continuing our efforts to create innovative products to support our customers and provide solutions for continued business growth,” said Amari Seiferman, *Certified Hereford Beef* chief operating officer. “We are pleased to partner with companies like Branding Iron Holdings that produce exceptional products that meet our brand integrity and quality standards.”

*Certified Hereford Beef* is a premium branded beef program supporting Hereford farm and ranch families across America. *Certified Hereford Beef* is a USDA registered, certified and graded program that delivers an exceptional eating experience.

“We are thrilled to offer *Certified Hereford Beef* as part of our Chop House by Holten® brand portfolio,” said Karen Twillmann, Branding Iron Holdings director of marketing. “The strict quality standards, flavorful beef and sustainable care by America’s Hereford farm and ranch families meet the needs of our customers and today’s consumer

trends.”

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*Certified Hereford Beef is offered through foodservice distributors and retail supermarkets in 40 states. Since inception in 1995, more than 370,00 head of cattle have been identified through licensed packing plants as meeting the live animal specifications to carry the Certified Hereford Beef name.*