



by Kaylen Alexander

Certified Hereford Beef News

“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.



The CHB team promoted the CHB brand at the 2018 National Grocer’s Association Show and educational expo. The event brought together more than 3,000 independent retailers and wholesalers, food retail industry executives, food manufacturers and service providers.



Certified Hereford Beef Exhibits at 2018 NGA Show

The Certified Hereford Beef (CHB®) team began the year in full force by promoting the CHB brand at the 2018 National Grocer’s Association (NGA) Show and educational expo in Las Vegas Feb. 11-14.

The 2018 NGA Show brought more than 3,000 independent retailers and wholesalers, food retail industry executives, food manufacturers and service providers together to learn about today’s ever-changing marketplace, new technologies in the food industry and revolutionary brands and products to increase profits.

The 2018 show drew a record attendance, up 12% from the previous year. CHB was one of the 350 exhibiting companies on the expo show floor, pitching the CHB brand advantage to retailers looking for a premium beef product to enhance their meat case offering.

The CHB team showed several new products during the expo, including CHB Premium, value-added and retail ready items to

showcase the variety of products and solutions the CHB brand can offer independent retailers.

“Our presence was well known throughout the show based on the high volume of foot traffic at our booth,” says Donald Lucero, CHB regional brand manager. “We are a great choice for many retailers because of the premium product our breed-specific program offers and the level of customer service our team provides to help independent grocers become successful with the brand.”

In addition to the trade show, the 2018 NGA Show also offered attendees the opportunity to participate in more than 40 educational workshops and sessions to learn more about the newest industry trends and technologies.

“The educational sessions were great for our team because of the learning opportunities they provided,” says Amari Seiferman, CHB chief operating officer. “We were able to network with retailers and other organizations and take back ideas on how we can provide a better layer of marketing and educational services to our licensed partners.”

Overall, the three-day event provided CHB with the tools, resources and leads to continue building the brand.

“We had a great show presenting the CHB brand and engaging with retailers across the country,” says Kaylen Alexander, CHB director of marketing and communications. “Our high-quality Hereford beef allows retailers a way to differentiate themselves from their competition and offer a premium product that supports Hereford farmers and ranchers across the United States.”



Certified Hereford Beef Expands Product Offering with Chop House Burger

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 CHB brand to consumers who demand a juicy and flavorful high-quality beef product. The new product was developed in partnership with Branding Iron Holdings, Saugat, Ill.

“We are continuing our efforts to create innovative products to support our customers and provide solutions for continued business growth,” says Amari Seiferman, CHB 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.”

Karen Twillmann, Branding Iron Holdings director of marketing, says they are excited to offer Certified Hereford Beef as part of the Chop House by Holten® brand portfolio. She adds, “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.” **HW**

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