



by Kaylen Alexander

"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.

Certified Hereford Beef Team Hosts Caesars Entertainment for Tour and Training

Certified Hereford Beef® (CHB) hosted several chefs and a top executive from Caesars Entertainment in Kansas City, Mo., for a CHB University training and ranch tour in May.

Representatives from Caesars Entertainment visited with the CHB team to gain in-depth knowledge of the CHB brand and the competitive advantage it brings to resort restaurants in terms of differentiation and quality.

"What our team enjoyed most about the Certified Hereford Beef farm-to-table tour and training was getting a better understanding of the Hereford breed and the benefits of the breed-specific program when creating a menu and value for our guests," says Steven Gamer, Caesars Entertainment corporate director of food purchasing. "This increases the quality, perception of quality and value of the products we serve."

The farm-to-table tour segment of the training is vital to educate restaurant chefs about how Hereford cattle for the CHB program are sustainably and humanely raised.

The Caesars Entertainment group visited Schu-Lar Herefords, LeCompton, Kan. The Schu-Lar family maximized the farm-to-table experience by bringing cattle to the group on horseback. Bryce Schuman, owner of Schu-Lar Herefords, explained how their operation uses data, relevant technology and proven sires to produce elite Hereford animals that perform in seedstock and commercial operations and ultimately contribute to the United States beef supply.

"Learning about the history and genetics of the Hereford breed, especially in a time when different breeds are mixed and quality and consistency is sacrificed, was very interesting," Gamer says. "The quality of the Hereford ranchers and the care and quality they have for their finished product is contagious."

Caesars Entertainment currently operates more than 50 resorts and casinos across the United States. Its resorts can be found in Las Vegas; Atlantic City, N.J.; Lake Tahoe, Nev.; Tunica, Miss.; and New Orleans. Its banners include Caesars, Harrah's, Rio, Planet Hollywood, Paris and more. The All-American Bar and Grille in the Las Vegas Rio currently serves CHB.



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"We enjoyed hosting the Caesars team to educate them about the Certified Hereford Beef brand and the benefits it can bring to Caesars Entertainment properties," says Amari Seiferman, CHB chief operating officer. "We are looking forward to a long and successful relationship with Caesars Entertainment and are excited about the quality our brand brings to resorts that have a history of excellence."

(NYC), Washington, D.C., Los Angeles and Chicago.

While at BrunchCon, Chef Jonathan fed nearly 2,000 brunch fanatics a sampling of CHB chuck steak and tri-colored pasta salad.

"It was awesome to give die-hard foodies Certified Hereford Beef at BrunchCon NYC," Chef Jonathan says. "They were truly shocked the chuck steak tasted so tender and flavorful. It was a true compliment to the quality of Certified Hereford Beef."

While at the event, Chef Jonathan also promoted the brand through signage, information cards, degrees of doneness cards and promotional giveaways. **HW**

Kaylen Alexander is the director of marketing and communications for Certified Hereford Beef. She can be reached at kalexander@hereford.org.

Certified Hereford Beef Showcased at BrunchCon NYC

Chef Jonathan Scinto, Long Island, N.Y., showcased the CHB brand at BrunchCon in Brooklyn, N.Y.

BrunchCon is the world's largest brunch-centered food and drink festival. It currently travels to eight major metropolitan cities throughout the year, including New York City



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Cook along with The Ranch Kitchen's Alise Nolan

Looking for an easy, delicious and nutritious beef-filled meal to serve your family in a hurry? **Beefy Goulash** from The Ranch Kitchen's Alise Nolan is sure to fit the bill.

Ingredients:

- 2 pounds ground Certified Hereford Beef®
- 1-10 ounce can Ro*Tel® tomatoes with green chilis and cilantro
- 1 onion, chopped
- 4-6 cups water
- 2-3 cups elbow macaroni or bowtie pasta
- ¼ cup sugar (optional)
- 1-12.5 ounce can of stewed tomatoes or fresh tomatoes cut into chunks
- 1 teaspoon creole seasoning
- ½ teaspoon black pepper
- 2 teaspoons chili powder
- 1 teaspoon garlic salt or fresh minced garlic
- ½ to whole green bell pepper or green chilis
- ¼ pound Velveeta cheese or fresh grated cheddar cheese

Instructions:

- 1) Brown ground beef and onion in a nonstick pan
- 2) Drain all leftover grease from meat.
- 3) Add tomatoes with liquid from both cans.
- 4) Add sugar, chili powder, garlic, water, noodles and all remaining spices.
- 5) Bring goulash to a boil and then down to a simmer and cover with a lid.
- 6) Cook goulash on low, stirring occasionally until noodles are tender.
- 7) Add cubed Velveeta cheese or grated cheese the last 10 minutes of cooking.

Alise is a Texas Hereford breeder, National Hereford Women member and cooking guru. We are proud to partner with The Ranch Kitchen to bring you delicious beef recipes. For more recipes from Alise, visit our blog at CertifiedHerefordBeef.com. **HW**

