



## Certified Hereford Beef Partners with US Foods Atlanta

“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.

“We only serve the best beef money can buy. Our *Certified Hereford Beef* excels in taste, tenderness and flavor. The best part? When you purchase *Certified Hereford Beef*, you are supporting your local Hereford farm and ranch families!”

These words will now be heard at dining establishments across the state of Georgia with the launch of *Certified Hereford Beef* distribution in the state.

*Certified Hereford Beef* has partnered with US Foods® Atlanta and officially launched the program in the Georgia market on Jan. 11 to 100 sales team members who are eager to promote the brand.

“The *Certified Hereford Beef* brand is a great fit for US Foods® Atlanta because it offers differentiation and supports local Hereford farmers and ranchers in Georgia,” says Jonathan Wells, US Foods® Atlanta category operations manager. “The restaurants here have been buying and promoting Angus for years, but the local farmers and ranchers of Georgia actually produce a lot of Hereford. We want all of our customers to have the ability to differentiate themselves from the Angus stereotype while supporting local animal agriculture with a product that is second to none.

“I have been in the beef industry all of my life, so I’ve had exposure to many brands and types of beef,” he continues.



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“*Certified Hereford Beef* stands out by keeping the genetics pure and consistently striving for higher quality. This has created a story and buzz around the brand that we couldn’t resist.”

Brandon Wilson, *Certified Hereford Beef* national account manager and Tim Norsten, *Certified Hereford Beef* regional brand manager, were on hand to assist in

training the US Foods® sales team about the benefits of the Hereford breed and brand, as well as how to successfully sell *Certified Hereford Beef* in the marketplace.

“We are excited to launch the *Certified Hereford Beef* brand into the Georgia market,” says Amari Seiferman, *Certified Hereford Beef* president and chief executive officer. “This is a brand new area for *Certified Hereford Beef* and it offers unlimited potential to grow the brand. We are excited to work with US Foods® Atlanta and welcome them to the *Certified Hereford Beef* family.”

Although US Foods® Atlanta just launched the *Certified Hereford Beef* brand, the company already has lofty goals to make *Certified Hereford Beef* the premier beef of choice across Atlanta and other Georgia markets.

“We not only want to be the top selling foodservice division of *Certified Hereford Beef* products, but we also want to be part of a cultural movement placing Hereford on top of the beef market in the South,” Wells says. “The response from our customers so far has been overwhelming. Every customer we have visited has been blown away by the flavor, tenderness and consistency of the *Certified Hereford Beef* product.” **HW**

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