



CHB Partners Conclude a Successful 2019

“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.



CHB garners rave reviews at Kohl Wholesale food show

Certified Hereford Beef® made a splash at the fall “MagiKohl” food show, welcoming more than 3,000 Kohl Wholesale customers to Quincy, Ill., with a presentation and tasting of new value-added items under the CHB branded product line.

Certified Hereford Beef is the premier protein offered by Kohl Wholesale, with a broad portfolio of products that the foodservice distributor provides to restaurants, hotels and other entities in the hospitality industry within their distribution area.

The *Certified Hereford Beef* team launched a new line of fully cooked products produced by Hudson Meat Co., including pot roast, prime rib and a full line of deli meats consisting of roast beef, corned beef and pastrami.

“The response from Kohl Wholesale customers and employees was amazing,” says Dan Emmenegger, Hudson Meat Co. owner and president. “When you have great raw materials like CHB to work with that allows my team to make great value-added products, it’s a win for everyone. With the support of the Kohl Wholesale team and their customer base, we are going to see some good things happen with the CHB prime rib, pot roast and deli meats.”

Ty Ragsdale, *Certified Hereford Beef* brand manager, was also on hand to speak with customers and to assist with the launch of the new products. Ragsdale works closely with the Kohl Wholesale sales team calling on accounts in the

market to help create brand awareness and demand for the brand. This is only one of the many services the CHB team provides to their partners in the industry to further market and educate them about the value the CHB brand and the Hereford breed has to offer.

“We sampled a variety of CHB products at the show and the response was tremendous,” Ragsdale says. “We are seeing significant growth with our value-added lines. It is important as a brand to offer a variety of items to target all segments of the foodservice industry and allow the consumer to have a great eating experience while helping the restaurateur to be profitable.”

Kohl Wholesale has been a valued *Certified Hereford Beef* partner for more than 10 years and services customers across Illinois, Iowa and Missouri.



The Kohl Wholesale team was excited to launch the full line of *Certified Hereford Beef* deli meats.



Northeast Elite Sale CHB meal success

When John and Kathy Wagner planned their annual Northeast Elite Hereford Sale, they knew they wanted their customers to have a memorable experience — from the cattle to the meal.

Their solution was serving their own product. The Wagner’s *Certified Hereford Beef* provided their customers with the best beef available.

Nearly 180 meals featuring *Certified Hereford Beef* hamburgers and hot dogs were served, with glowing reviews coming from those cooking the beef, as well as those enjoying it.

“As for the quality of beef, the vendor was extremely impressed,” John Wagner says. “They thought the hamburgers were superior to the Angus products they purchase for other events they are contracted to provide food for. As for the hot dogs, they couldn’t say enough about how much better they were than what they are used to.”

To find establishments that serve *Certified Hereford Beef* in your area, send an email to info@herefordbeef.org or please visit the website at CertifiedHerefordBeef.com/where-to-buy/.



Support your brand!

The *Certified Hereford Beef* team encourages each of you to eat at establishments promoting *Certified Hereford Beef* on their menu. You can find the nearest location at CertifiedHerefordBeef.com/where-to-buy/. The restaurants listed have agreed to promote the CHB brand on their menu. If you do not see a location near you, feel free to send an email to info@herefordbeef.org and we can help find a restaurant for you!

The team also encourages you to “demand the brand” and ask for *Certified Hereford Beef* everywhere you go. This helps to create an awareness of the Hereford breed and informs restaurant operators there is another high-quality branded beef program option available. If you know of a restaurant or grocery store interested in learning more about *Certified Hereford Beef*, we welcome the opportunity to speak with them. Simply send an email to info@herefordbeef.org and we will reach out!



Certified Hereford Beef exhibits at Performance Food Group Batesville show

The *Certified Hereford Beef* brand recently launched a new partnership with Performance Food Group (PFG) and exhibited at the PFG Batesville food show Oct. 9 in Mississippi.

Certified Hereford Beef Brand Manager Ty Ragsdale was on hand to speak with new customers about the CHB brand and the competitive advantage it allows restaurants in a market saturated with black-hided programs.

“*Certified Hereford Beef* was excited to participate in the customer event this week with PFG Batesville, our new distributor partners,” Ragsdale says. “There was a fantastic turnout and we introduced our product and brand to a significant number of potential CHB restaurateurs in the Mississippi market.” Ragsdale served premium ribeyes to show attendees, and the response to the flavor and tenderness of the product was overwhelmingly positive. **HW**

For more information about *Certified Hereford Beef*, visit CertifiedHerefordBeef.com or email info@herefordbeef.org



This year’s semi-annual Kohl Wholesale Fall Food Show’s theme centered around magic. In addition to the 175 vendors displaying their latest products, attendees could also participate in educational seminars.



Hereford burger wins burger competition

A Certified Hereford Beef® burger recently won top honors in the third annual Murfreesboro Battle of the Burger competition in Murfreesboro, Tenn.

The Burger Bar, with locations in Murfreesboro and Johnson City, Tenn., created the award-winning “Southern Jam” burger. The prize-winning hamburger featured a Hereford beef patty smothered with house-made beer cheese, pimento cheese and bacon jam, topped with fried onion rings on a potato bun.

The “Southern Jam” Hereford burger beat seven other hamburgers in the competition, including a Waygu burger and several varieties of Angus burgers, to take home the title of “Best Burger.”

“What we wanted to do was come up with a burger that was different and balance some sweet and some salty and some crunchy elements to give it a good feel,” Chef Kevin says.

The Burger Bar features a full menu of *Certified Hereford Beef* burgers, allowing patrons to completely customize their burger to their liking. If you are in the area, stop by for an award winning burger and make sure to send your compliments to the chef! **HW**