



## Catch Up with Certified Hereford Beef®

“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 showcases at PFG Wine and Dine

Certified Hereford Beef® returned to the second annual Performance Food Group (PFG) Wine and Dine Showcase Jan. 13 at the Musicians Hall of Fame and Museum in downtown Nashville. The upscale event serves to showcase PFG’s ability to accommodate fine-dining



restaurants with a wide variety of products to help drive sales and profitability.

As an invited participant, CHB Brand Manager Ty Ragsdale served boneless short ribs and explained to attendees this cut’s significance when it comes to the eating experience and the positive impact the product can have on a restaurant’s bottom line.

The PFG sales team noted the “on-trend” cut piqued their customers’ interest in diversifying their menus to create more traffic and revenue.

Former culinary instructor at Nashville’s Opryland Hotel Ken Lemon says, “The CHB short ribs are tender and richly flavored, and everyone should consider them for their menu.”



Certified Hereford Beef Brand Manager Ty Ragsdale, served CHB boneless short ribs during the PFG Wine and Dine Showcase.



### New York supermarket chain stocks up with Certified Hereford Beef

Gristedes Supermarkets, Manhattan, N.Y., kicked off 2020 by adding *Certified Hereford Beef* products to their store inventory. The launch took place at one of Gristede’s flagship stores in Manhattan. Nick D’Agostino, president of D’Agostino Supermarkets, which merged with Gristedes Supermarkets, was also present to express his excitement for the *Certified Hereford Beef* brand and its presence within the chain.

“With the growth and success of CHB in our D’Agostino’s stores throughout the city, I believe we will be just as successful in growing our beef sales with the Gristede’s chain,” D’Agostino says.

Attendees were served a delicious, tender and flavorful *Certified Hereford Beef* premium chuck roast for lunch, while Wes Steimel, National Beef Packing Co. LLC branded beef business manager gave an informative presentation on the history of the Hereford breed from.

“It truly is an honor to partner with both D’Agostino and Gristedes to represent CHB,” says Amari Seiferman, CHB president and chief executive officer. The rich history and quality they command is synonymous with the Certified Hereford Beef brand.” **HW**

For more information about Certified Hereford Beef, visit [CertifiedHerefordBeef.com](http://CertifiedHerefordBeef.com) or email [info@herefordbeef.org](mailto:info@herefordbeef.org)