



Top Choice Meat Market

Hen House Markets, the longest-running Certified Hereford Beef retail partner, honored for serving K.C. area.

by *Katie Maupin Miller*



After a four-year exhaustive search for the best beef, Hen House Markets found Certified Hereford Beef® (CHB). For nearly a century, the full-service, locally owned grocers provided the Kansas City area with high-quality merchandise and excellent service. So, when Hen House Markets President David Ball's father challenged his staff to find the finest beef for their meat case in 1994, the Hen House Markets team wouldn't settle for second best.

Throughout their four-year search, the grocers conducted countless taste tests, held focus groups with area customers and even consulted researchers at Colorado State University. After testing local palates and pouring over pages of meat science summaries, one beef brand made the cut – *Certified Hereford Beef*.

Time and time again, the Hen House team found the taste, tenderness, juiciness and consistency of *Certified Hereford Beef* was superior to competing branded beef. And, according to Hen House Marketing Director Bill Esch, it is because of the breed's long history of reliability.

“All the credit goes to the Hereford ranchers,” he says. “They maintained the integrity of the breed. They maintained the integrity of the genetics of the animal.”

Hereford cattle's history also drew Hen House Markets to the CHB brand. With Kansas City serving as the crossroads of cattle country and barbecue Mecca, Hereford history abounds. From national shows like the American Royal to the breed's registry being located in the city, Hereford has deep roots in the City of Fountains. These Kansas City connections made CHB an

even more logical choice for a locally owned grocer who emphasizes community, sustainability and local ingredients.

The added quality and consistency combined with a local connection was highlighted in nothing less than a full-court advertising campaign announcing

Certified Hereford Beef would grace the meat case at Hen House Markets starting in 1998.

The Hen House marketing team emphasized to Kansas City consumers what their team had learned over their four-year search – *Certified Hereford Beef*

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— **Bill Esch, Hen House marketing director**

Knows

CERTIFIED

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THEY CALLED HIM BUFFALO



HEREFORD BEEF,
Eye
99
LB.
DS CARD
0 lb.

A KANSAS CITY TRADITION
SINCE 1881

HEREFORD BEEF,
Eye
99
LB.
DS CARD
0 lb.

HEN HOUSE
CHOICE
HEREFORD BEEF

CLUSIVELY AT



Taste the Tradition

BEFORE IT WAS THE AMERICAN



Anderson Harris, Harris, Mo.,
with the Champion 4-H Club steer,
"Repeat 11th," at the 1929 American R

THE PREFERRED
HEN HOUSE

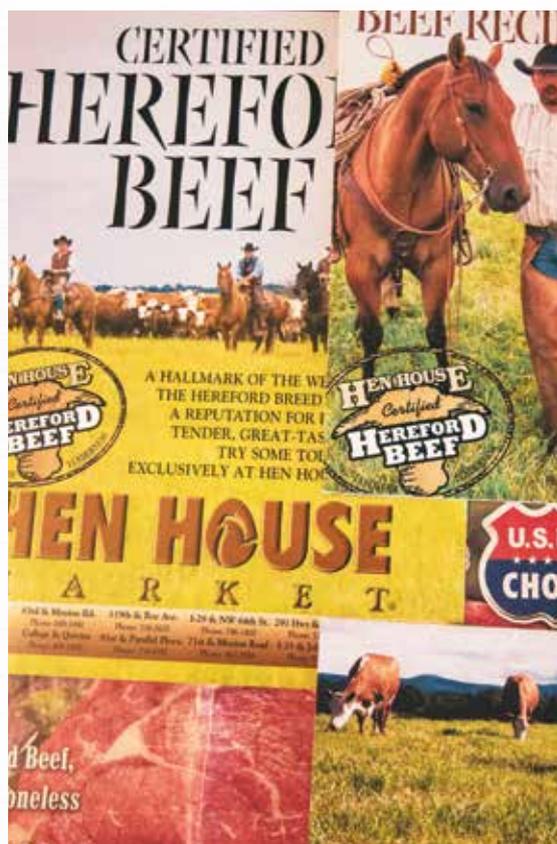
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HEN HOUSE REWARDS CARD TO RECEIVE, ADVERTISED SAVINGS IS GOOD AT ALL HEN HOUSE LOCATIONS



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is flavorful, consistent, and backed by the integrity of local Hereford farmers and ranchers. The ads featured real vistas from Hereford ranches and farms, and Hen House Markets hosted Hereford cattlemen and women to teach consumers about their operations. Their authentic campaigns did more than sell beef; Hen House Markets spent more than 20 years helping Hereford producers tell their story.



This commitment to riding for the CHB brand created the longest-running retail partnership in *Certified Hereford Beef's* 25-year history.

Premium partner

Certified Hereford Beef provides a clear-cut competitive edge in the quality and selection of premium quality beef. All nine Hen House Markets soon became the go-to stop for the best beef in town – *Certified Hereford Beef*. According to Esch's consumer focus groups, even shoppers who were less than brand-loyal to any store made Hen House Markets their first stop when selecting premium beef.

"In the city here, we are recognized for having the finest quality beef available," Esch says.

Hen House Markets' meat counter teammates are confident selling *Certified Hereford Beef* to customers.

"[The teammates and our butcher shops] are confident they can guarantee their customers a bold tasting, beef-eating experience that delivers the tenderness, juiciness and flavor they will enjoy at their family's dinner table. We know we can depend on consistent quality because of *Certified Hereford Beef's* uncompromising standards," says Ken Jones, Hen House Markets Meat Director.

The upper two-thirds Choice premium program highlights more heavily marbled beef that gives retail partners a competitive edge

“It is a distinct honor to partner with a prestigious company like Hen House Markets. Their ability to connect with consumers sets the standard in providing a great shopping experience with knowledgeable teams and high-quality product.”

— Amari Seiferman,
CHB LLC president and CEO

both in the case and on consumers' tables. Hen House Markets became the first supermarket in the nation to offer the *Certified Hereford Beef* Premium program, upholding their commitment to quality and community.

Retailer of the year

Hen House Markets and *Certified Hereford Beef* are two organizations that demand the best from themselves and each other for their customers. Their long-running partnership has promoted *Certified Hereford Beef* with the help of farmers and ranchers for more than two decades, and this commitment makes CHB the first choice of many home chefs around the country.

“It is a distinct honor to partner with a prestigious company like Hen House Markets,” says Amari Seiferman, president and CEO of CHB LLC. “Their ability to connect with consumers sets the standard in providing a great shopping experience with knowledgeable teams and high-quality product. They do a fantastic job in representing the *Certified Hereford Beef* brand, and we look forward to another successful 20 years!”

that gives us a clear competitive advantage over our competition.”

This clear competitive advantage in the meat case is what Ball’s father was searching for when he challenged his team to find the best beef a quarter-century ago. And, after 23 years, CHB is still the best choice for Hen House Markets’ meat departments as the companies work together to ensure consumers have access to the finest cuts of beef available in the Kansas City area.

“Our company is excited about the future relationship with *Certified Hereford Beef*. They are essential for us executing our vision in our meat departments and to our customers’ meat shopping experience,” Ball says.

TENDER GREAT TASTING BEEF

HEN HOUSE GUARANTEE

- > Our beef is packaged **FRESH IN STORE** every day by certified butchers
- > We have only **ONE** ingredient—**BEEF**
- > **NO** additives
- > **NO** hidden claims

Hereford Beef Ratings*

Category	Hereford	USDA Choice
tenderness	5.3	4.9
flavor	5.4	4.5

*Colorado State University Research

CERTIFIED HEREFORD BEEF

Locations: Hereford ranches, Hen House HQ, Kansas City, KS, National Beef HQ, Kansas City, MO, American Hereford Assoc. HQ, Kansas City, MO.

hen house your market & CERTIFIED HEREFORD BEEF USDA CHOICE

totally local totally delicious

Hen House and American Hereford Association have a long history of providing Choice beef to Kansas City. Hen House's dedication to "keeping it local" and the presence of the National Beef and the American Hereford Association Headquarters helps provide over 10,000 jobs for ranchers, farmers and grocers! Best of all, it provides a quality product that is:

- fresh
- all natural
- humanely-handled
- additive-free
- USDA Choice
- an American Royal winner

The Scheltz family in Edwards County, KS has been raising Hereford cattle for four generations!

and found exclusively at Hen House

Locations: Hereford ranches, Hen House HQ, Kansas City, KS, National Beef HQ, Kansas City, MO, American Hereford Assoc. HQ, Kansas City, MO.

That’s why Hen House Markets was named the 2020 CHB Retailer of the Year. This honor is much appreciated by the Kansas City grocer’s team and leadership.

“I want to express our appreciation to *Certified Hereford Beef* for selecting Hen House Markets as a recipient of the 2020 Retailer of the Year Award,” says David Ball, president of Hen House Markets. “It has proved to be a great partnership for both of our companies. The result of these combined efforts is in our meat departments and Hen House Markets. We offer our premium, upper two-thirds Choice program

Now, just as 20-odd years ago, Hereford beef’s consistency, bold flavor and integrity separate it from the competition.

“If your goal is to offer the best beef, there is no other choice than Hereford Premium Choice beef,” Esch says. **HW**