



CHB Garners Awards and New Market Share

“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 and @certifiedherefordbeef on Instagram.



US Foods® places second with CHB brisket at barbecue competition

US Foods®, Austin, Texas, barbecue team placed second in the brisket division at the Moontower and Hot Texas Grills Barbecue Cook-Off in Austin using Certified Hereford Beef® (CHB) brisket.

US Foods, Austin, one of *Certified Hereford Beef's* partner foodservice distributors, sponsored the competition and organized a team of employees to compete in the event.

“We formed the team to ‘meat’ and greet in our community with local pitmasters,” says Andrew Dorsey, US Foods, Austin, center-of-the-plate specialist. “Aside from the camaraderie, our local team at US Foods takes pride in showing up as true culinary professionals, ready to win.”

The team had several brands of brisket from which to choose for the competition, but picked their proven favorite — CHB.

“We had several options of which brand of brisket to use for competition, but in my opinion, CHB was the only way to go,” Dorsey says. “Over the last few years of working with CHB briskets, I have found them to be the most consistent in what I look for in a brisket. Time after time, case after case, the CHB brisket just performs the best.”

Dorsey further commended the consistent dependability of the briskets backed by the high standards and specifications for *Certified Hereford Beef*.

“They hardly require any trimming, have all the right fat and marbling in all the right places, and are almost all the same size,”

Dorsey says. “I picked CHB because I wanted to win!”

The amateur team was proud to place second out of more than 15 teams in the brisket division.

“Considering that we cooked on a borrowed smoker none of us had seen, let alone fired up before, and competing against several well-seasoned pitmasters, I think we did pretty darn good,” Dorsey says. “We beat out some pretty serious pitmasters who had been competing for decades.”



CHB expands into northern New England market

Certified Hereford Beef promoted the brand to new customers at the Performance Foodservice (PFG), NorthCenter Vendor Fair Sept. 29, in Eliot, Maine.

Ty Ragsdale, Certified Hereford Beef brand manager, and Brenyn Burkholder, Certified Hereford Beef marketing coordinator, served CHB ribeye at the event and introduced

the brand to more than 100 restaurant owners and chefs.

“*Certified Hereford Beef* is new to this geographical market, so it is important for our team to educate new customers on the brand at events like the vendor fair,” Ragsdale says. “We were thrilled to serve samples of our Premium ribeye to potential customers, so they could experience the flavorful, high-quality product we have to offer.”

PFG-NorthCenter partnered with *Certified Hereford Beef* in June to diversify their proteins and provide an alternative to Angus beef products for their customers.

“We are excited about this opportunity to expand *Certified Hereford Beef* into high-end coastal restaurants from Maine to Massachusetts,” Ragsdale says. “Our program will differentiate these restaurants from their competitors, and we are confident it will strengthen their menu.” **HW**

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



Pictured (l to r) are Andrew Knopke, account manager, National Beef; Joe Scuto, Northeast field marketing manager, National Beef; Chef Anthony Bussiere, Corporate Chef, Performance Foodservice, NorthCenter; and Ty Ragsdale, Certified Hereford Beef brand manager.