

CHB  
Bites



## USA the CHB Way Contest

Our new fall promotion, "USA the CHB Way," is here! Put your grilling skills to the test with our location-inspired challenges and enter pictures of your *Certified Hereford Beef* creations to win prizes.

**COOK. SHARE. WIN.**  
**@CERTIFIEDHEREFORDBEEF**  
**NOW THROUGH OCTOBER 31**

**USA**  
THE **CERTIFIED HEREFORD BEEF** WAY

**ENTER TODAY!**

SCAN FOR CONTEST DETAILS

### How to Enter:

1. Purchase the CHB cut for the respective challenge from a licensed retail store.
2. Prepare a meal using the CHB challenge cut.
3. Take a picture of your CHB creation and upload it on Instagram, Facebook or the web entry page.

Instagram: Use #USATheCHBWayContest

Facebook: Use #USATheCHBWayContest

Online Entry: [usathechbway.com](http://usathechbway.com)

Oct. 4-17

**NOW THROUGH OCT 17**  
**CHALLENGE #3**  
**SPICY SKIRT STEAK**

**USA**  
THE **CERTIFIED HEREFORD BEEF** WAY

**YOU COULD WIN:**  
\$400 GIFT CARD FOR  
CERTIFIED HEREFORD BEEF®

**\$400**

Oct. 18-31

**NOW THROUGH OCT 31**  
**CHALLENGE #4**  
**EVERYONE LOVES RIBS**

**USA**  
THE **CERTIFIED HEREFORD BEEF** WAY

**YOU COULD WIN:**  
\$500 GIFT CARD FOR  
CERTIFIED HEREFORD BEEF®

**\$500**

Scan to find CHB at a retail store near you or to order online:

