



# Global Demand Grows

“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, or @certifiedherefordbeef on Instagram.



## Certified Hereford Beef® brand launched in Antigua

Consumers on the Caribbean Island of Antigua are the most recent consumers to enjoy Certified Hereford Beef® (CHB) via the program’s newest partner, A.S. Bryden & Sons [Antigua] Ltd., the largest marketing and distribution company in Antigua. Known as Brydens, the company introduced *Certified Hereford Beef* on the island in December. The U.S. Meat Export Federation and CHB staff were on hand for the launch.

“We at Brydens are excited to partner with the *Certified Hereford Beef* program, a brand with an inspiring story, extremely high standards and backed by exceptional customer service and marketing

support,” says Dahlia Peters, A.S. Bryden & Sons assistant food service manager.

Brydens is known for its strong relationships with trade organizations, superior product offering and partnerships with



Liz Wunderlich, U.S. Meat Export Federation Caribbean representative, prepares CHB at the launch in Antigua.



internationally established brands. The CHB brand aligns perfectly with Brydens’ mission to provide high-quality beef that will shine on the menus of the Antiguan restaurants they service.

Amari Seiferman, CHB president and CEO, showcased CHB to more than 50 of Brydens’ top customers and chefs during the introductory event hosted by the marketing and distribution company. She shared a presentation about the CHB brand and the creative solutions it can provide to restaurant partners.

“We were honored to introduce the brand to Brydens’ top customers and educate them on the compelling story and value the brand can bring to their restaurants,” Seiferman says. “We look forward to a long and successful relationship with Brydens and are excited about the quality and support our brand brings to their product offering.”

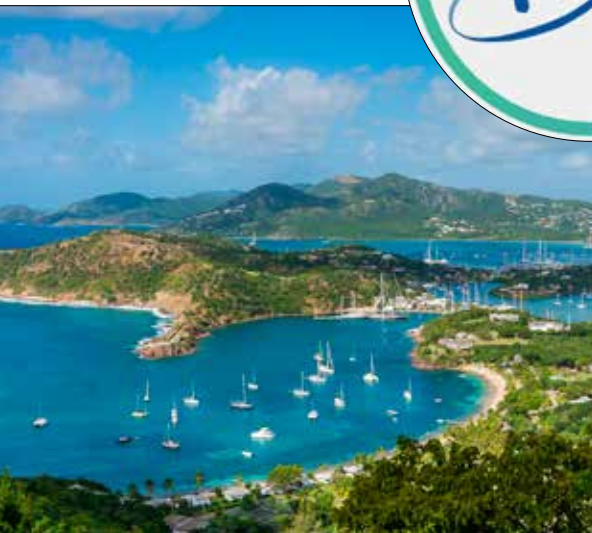
David Browne, executive sous chef, prepared a delicious sampling of CHB tri-tip, skirt steak, T-bone steaks and strip loins for those attending the event.

“Chef David’s expertise and unique blend of flavor combined with the unmatched quality of *Certified Hereford Beef* provided an exceptional eating experience for the customers,” Seiferman says.

The Brydens’ team learned about the CHB brand when they visited the American Hereford Association office in Kansas City, Mo., last year. During their visit the team learned about the premium quality and differentiation behind the CHB brand. The visit influenced their decision to partner with CHB and import the brand to provide a high-quality product to their food service customers.

“The CHB team’s hands-on approach has been encouraging, and we can foresee *Certified Hereford Beef* as a pillar of excellence and quality received by businesses and households in Antigua and Barbuda,” Peters says. **HW**

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



English Harbour in the south of Antigua is where the Royal Navy established a base of operations in the 18th century.