



Sharing CHB with Thousands

“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.



CHB featured at U.S. Embassy Super Bowl LVII watch party

Certified Hereford Beef® (CHB) was a star player at the Super Bowl LVII watch party hosted by the U.S. Embassy in Bridgetown, Barbados, which serves Barbados, the eastern Caribbean and Organization of Eastern Caribbean States.



Chef Scott Ames preparing CHB bone-in frenched tomahawk steaks for sampling at the Super Bowl watch party hosted by the U.S. Embassy in Bridgetown, Barbados.

Bryden Stokes, CHB’s foodservice distributor; Agri Food and Feed, CHB’s export partner; and CHB staff showcased the brand to hundreds of business owners, local chefs and embassy officials during a night of celebration and camaraderie.

“We were honored to be invited to highlight our brand at the watch party alongside Bryden Stokes, Agri Food and Feed, and the U.S. Meat Export Federation,” says Brenyn Burkholder, *Certified Hereford Beef*

marketing manager. “This event was the perfect introduction for the brand into Barbados.”

Attendees watched the big game on the large blow-up screen and were thrilled to watch Rihanna — originally from Barbados — perform during the halftime show. Throughout the night, guests enjoyed a delicious selection of beverages and food samplings, which added to the exciting atmosphere. The event gained media attention and was featured on the NFL’s social media accounts.

Chef Scott Ames’ creative island flare combined with *Certified Hereford Beef* was a match made in heaven. The combination of the delectable bone-in frenched tomahawk, smoked in a rum barrel and served over plantain puree, was a showstopper that left guests wanting more. The homemade chuck sliders were a delightful addition that showcased *Certified Hereford Beef*’s bold flavor.

“Our booth stood out at the event with a constant line of customers wanting to try our product,” Burkholder says. “Attendees declared every bite delicious, and the popular samples were gone by halftime. The night was a huge success. We’re thankful for the talented Chef Scott and the Caribbean flare he added to our superior product.”



CHB Exhibits at UNFI National Food Show

Thousands of attendees at the 2023 United Natural Foods Inc. (UNFI) National Food Show in Orlando, Fla., had the opportunity to learn more about *Certified Hereford Beef*

and the compelling story behind the superior eating experience.

Ty Ragsdale, *Certified Hereford Beef* brand manager, and Brenyn Burkholder, *Certified Hereford Beef* marketing manager, shared CHB benefits with potential customers as they networked with current customers. Colin Campbell and Terry Thornton, National Beef sales and marketing managers, were also on hand to share insights.

The CHB team offered show attendees samples of several popular CHB products, including beef snack sticks and four varieties of summer sausages. The team also showcased a wide range of products, including corned beef, sous vide prime rib and pastrami, all displayed in a beautiful state-of-the-art meat case.

Certified Hereford Beef stood out at the show with a new booth backdrop focusing on the rich history behind the brand, as well as its sustainability story, which helps retailers succeed in a competitive marketplace.

“The show was busy, and we had many retail group owners stop by our booth to discuss the opportunities *Certified Hereford Beef* can provide their stores to be successful in their markets,” Ragsdale says. “Our brand provides retailers with the competitive edge they need to stand out in the marketplace through in-store signage, farmer and rancher connections, and our unique sustainability story. We are committed to providing our partners with the highest level of service and support to ensure that our relationship will last for years to come.” **HW**

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