



Sharing CHB in Music City

“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.



Chefs and restaurants impressed by the taste and the story

Certified Hereford Beef® (CHB) and iconic music make an enviable pairing.

“In a city like Nashville, there are so many places to dine that it would only make sense to serve a burger as legendary as the music, and that’s what a CHB patty can do for customers — create something memorable,” says Colin Campbell, National Beef sales and marketing manager.

Campbell and Joseph Sterle, National Beef director of field marketing, joined forces with the CHB team to showcase *Certified Hereford Beef* at the Performance Foodservice Nashville Spring Food Show in Nashville, Tenn., March 21.

“Having a booth at this show allowed us the opportunity to present and tell the story of CHB to prospective customers,” Campbell says. “Our interaction with the guests allows us to convey our



The team promoting *Certified Hereford Beef* at the Nashville show pictured (l to r) are: Ty Ragsdale, CHB brand manager; Joseph Sterle, National Beef director of field marketing; Brenyn Burkholder, CHB marketing manager; Colin Campbell, National Beef sales and marketing manager.

passion for CHB and how much we believe in it and what it can do for their business.”

Ty Ragsdale, CHB brand manager, and Brenyn Burkholder, CHB beef marketing manager, visited with Nashville-area restaurant owners and chefs about the *Certified Hereford Beef* brand, explaining the value it can add to their menus.

The team provided *Certified Hereford Beef* burgers and chuck short rib tacos to more than 1,200 guests.

“Nashville-area restaurant owners and chefs were impressed with the quality and taste of *Certified Hereford Beef* burgers and the chuck short rib tacos,” Ragsdale says. “Sampling these products and gauging customer interest opens the opportunity for PFG-Nashville to stock these items for their customers, which is a great opportunity for the brand.”

Also, Kern Meat Company, one of CHB’s premiere processor partners, showcased its *Certified Hereford Beef* corned beef brisket at the show.

CHB burger patties were especially popular among the restaurant owners and chefs, who expressed interest in adding them to their menus. Positive feedback from the event is expected to translate into increased sales and brand loyalty for *Certified Hereford Beef*.

“We are thankful for the opportunity to represent the brand at the show and to continue to share with area chefs and restaurant owners that if they want the best beef in their restaurants, it is *Certified Hereford Beef*,” Ragsdale says. **HW**

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



Certified Hereford Beef chuck short rib tacos with pickled red onion and cilantro were served to Nashville restaurant owners and chefs.