



Growing CHB Fans

“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.



High-end matters of taste

Representatives from more than 50 white-tablecloth restaurants learned about Certified Hereford Beef® (CHB) at June’s “Matter of Taste” event, presented by CHB and longtime partner FoodPro. The event was hosted by Dutch’s Daughter, a Frederick, Md., restaurant that serves *Certified Hereford Beef* and offers excellent service and atmosphere.

“The event was a huge success, and it was especially important to have CHB front and center for our customers, because it is our brand of premium beef,” says Rocky Rinehart, FoodPro vice president.

Dustin Stone, FoodPro chef, and Ty Ragsdale, CHB brand manager, prepared and served CHB tenderloin, which was well received by all attendees.



CHB featured in T-Town

Although many associate Tuscaloosa, Ala., (T-Town) with the University of Alabama, a growing number of locals are recognizing it as home to *Certified Hereford Beef*, available through CHB retail partner, Piggly Wiggly. For the second consecutive year Ty Ragsdale, CHB brand manager, and the Piggly Wiggly team showcased CHB at a June event hosted by the Tuscaloosa Chamber of Commerce.

Attendees sampled CHB top sirloin, enjoying its exceptional quality and superior taste. They also learned more about the brand’s



Korean Barbecue Short Ribs by Chef Colin

CHB chuck tail flap (chuck short ribs) is richly marbled and has an incredible beef flavor, making it ideal for Korean barbecue. This cut pairs perfectly with an Asian marinade and can also be used to create many other dishes, from low-and-slow braised short ribs to hot-and-fast Denver steaks. Chef Colin Campbell, a field representative for CHB partner, National Beef, shares this recipe.

Ingredients

- 5 pounds boneless beef chuck short ribs (chuck tail flap), cut 1/8” thick
- 1 cup brown sugar, packed
- 1 cup soy sauce
- 1/2 cup water
- 1/4 cup mirin (rice wine)
- 1 small onion, peeled and finely grated
- 1 small Asian pear, peeled and finely grated (can substitute Bosc pear)
- 4 tablespoons minced garlic
- 2 tablespoons dark sesame oil
- 1/4 teaspoon black pepper
- Gochujang sauce (fermented chili paste)
- 2 green onions, thinly sliced (optional)



Directions

- Preparation: Sprinkle brown sugar over beef and mix well to evenly coat. Let sit at room temperature for 10 minutes while preparing marinade. In a bowl, whisk together remaining ingredients. Transfer beef into a large sealable freezer bag (you may need two). Add marinade, press excess air out of bags and seal. Turn bag over several times to ensure beef is evenly coated. Refrigerate for at least 4 hours but preferably overnight.
- Heat gas or charcoal grill to medium-hot. Drain excess marinade off beef. Grill short ribs, turning once, to desired doneness, about 2 minutes per side.
- Can be served so many ways, but most traditionally on red leaf lettuce with Perilla leaf and banchan (traditional Korean side dishes) such as kimchi or other pickled vegetables.
- Add a touch of gochujang, a sprinkle of green onion and enjoy. **HW**

“local” connections via cattle producers utilizing Hereford genetics.

“We are so pleased to feature the CHB brand to local business leaders and our valued customers,” says Bob Graham, Piggly Wiggly manager for all units. “The response was overwhelming, and the brand has become synonymous with Piggly

Wiggly Tuscaloosa. Additionally, our customers responded very favorably to the fact that we are supporting local ranchers in the great state of Alabama.” **HW**

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