



A Taste of CHB and Hereford History

“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.



Nicholas and Co. showcases CHB in Nevada

The Certified Hereford Beef® (CHB) brand was represented during Nicholas and Company’s quarterly vendor fair at their distribution center in Las Vegas, Nev. Krystal Mandap, National Beef sales and marketing manager, showcased the quality and compelling story behind CHB at the event where she connected with sales representatives, district sales managers and head buyers.

“I had several productive conversations with sales representatives, where I shared knowledge about the brand’s unique advantages,” Mandap says. “I also educated them on effective selling points to compete against other branded beef programs in their market.”

During the fair, Mandap offered samples of CHB New York Strip steaks to attendees who adored the tenderness and flavor of the beef.

“Everyone loved the product and were eager to promote it to restaurants in their market,” Mandap says. “I’m excited about

the growth potential with Nicholas and Company and can’t wait to see how our partnership flourishes.”

Nicholas and Company, a trusted *Certified Hereford Beef* foodservice distributor, has been a brand partner since 2021. With more than 100 trucks and trailers of varying sizes, they can safely deliver top-quality products to their clients. Their distribution centers are located in Salt Lake City, Utah; Las Vegas; and Reno, Nev.

at his restaurant. Filo’s Tavern is a proud customer of Halsey Foodservice, which is a longtime foodservice distributor and partner of *Certified Hereford Beef*.

Hopefully, this will become an annual event as the American Hereford Association and CHB supports the Filaroski’s growing business and tells the CHB story.



Training and tasting with sales staff



Farm to table in Tennessee

Certified Hereford Beef proudly sponsored the Farm to Table event in downtown Winchester, Tenn., on Aug. 26, to support new CHB customer, Filo’s Tavern. Jim and Heather Filaroski, owners of Filo’s Tavern, hosted the event in conjunction with the city of Winchester, Nearest Green Distillery and *Certified Hereford Beef*.

The event was a huge success, with more than 100 couples enjoying live music and a delicious farm to table meal. CHB tenderloin was served as the featured entrée of the white tablecloth dinner. In attendance were AHA field representative Tommy Coley and his wife, Kim, along with Ty Ragsdale, CHB brand manager, and his wife, Lynda.

Chef Jim Filaroski was the corporate chef for the J Alexanders restaurant chain for more than 25 years, and he has sampled almost every beef brand on the market. He selected CHB as the only beef brand he offers

CHB led the Beef 101 presentation for its distributor, Affiliated Foodservice. Ragsdale and CHB intern Tate Caughman worked with the Affiliated Foods management team to educate the sales team on all aspects of the CHB program, including the Hereford breed and brand history, specifications, sustainability and marketing. CHB staff focused on Hereford cattle’s life cycle and CHB brand differentiation.

Ragsdale and Caughman emphasized specific product cuts and where they come from, giving the sales team confidence when speaking to their customers. The session ended with plans for presenting the different items and ideas on how their customers can use the brand to grow sales. CHB beef patties were served at the close of the presentation, and the sales team agreed that it was the best burger they had ever tasted. **BA**

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



CHB takes centerstage in Las Vegas, Nev., during the Nicholas and Company’s quarterly vendor fair.