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## CAB brand celebrates excellence, embraces change

**WOOSTER, Ohio**—Sept. 19, 2007—In the dynamic beef industry, change is a constant. While adapting to the times, the *Certified Angus Beef*® (CAB) brand has remained true to its founding principles of success – quality product, passionate people and brand integrity.

Those principles were highlighted for and celebrated with a record number of attendees at Certified Angus Beef LLC's (CAB) annual conference, held Sept. 13-15 in Savannah, Ga. The brand's licensed partners were recognized for their commitment to quality, integrity and marketing achievements, and participants shared in-depth information and ideas about the ever-changing industry.

“Through the vision and commitment of Angus producers and our licensees, CAB launched the branded beef movement nearly 30 years ago,” said CAB President John F. Stika. “Without their hard work and unwavering dedication, the brand could not have posted the record numbers it set in 2007.”

During fiscal 2007, every CAB division posted a record. Value-added product sales climbed in March to 1.4 million pounds. In June, retail sales reached 29 million pounds. The foodservice division will move more than 200 million pounds this year for the first time in the brand's history. International sales increased more than 40 percent for the year. A new monthly sales record was set during June, as 56 million pounds were sold.

“The product is important, but the brand is bigger than the product,” Stika said, adding it is also about the people and integrity. “We have a history that is second-to-none, with grassroots efforts from producer to consumer.”

Keynote speaker Robert Kriegel, Ph.D., charmed the crowd with his bold, innovative and “out of the box” strategies for keeping ahead of the changes and challenges in today's marketplace.

“People who are winners stay winners because they are always looking to add new dimensions to their game,” Kriegel said. “Companies and people that win and keep winning are not those that respond quickly to change. They invent change.”

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Ted Simmons, legendary advertising executive for Jack Daniel's Tennessee Whiskey, discussed how to build a trusted global brand with a single selling message. He recommended telling stories about how the brand fits into customers' lifestyles, using visuals that build the brand, finding the brand's personality and expressing it with the company's values.

CAB unveiled its new trade advertising campaign, which features representatives of all sectors of the industry and illustrates the brand's impact at every level. A campaign geared to consumers introduces three expert brand spokespeople – a chef, a rancher and a meat cutter – and explains their confidence in the brand.

The brand's annual conference also included several breakout sessions featuring proven strategies for success. Awards were presented to retail, foodservice, international, value-added products and supply development partners demonstrating excellence in sales, marketing and integrity.

A charity golf outing, sponsored by the Smithfield Beef Group, and auction raised nearly \$25,000 for the Mick Colvin Scholarship program, which supports scholarship opportunities for future beef industry leaders. The 2008 golf event title sponsorship was auctioned to Palmer Food Service, Rochester, N.Y., for \$7,000.

More than 13,500 partners sell CAB brand products throughout the United States and internationally. Annual sales top \$2.5 billion. The CAB brand is *Angus beef at its best*<sup>®</sup>. Only 8 percent of beef achieves the brand's benchmark standards that ensure mouthwatering flavor, juiciness and tenderness. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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**Editor:** Additional information about award winners is available at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) or by contacting Beth Barner at 800-225-2333, ext. 279, or [bbarner@certifiedangusbeef.com](mailto:bbarner@certifiedangusbeef.com).