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## Elite chefs become beef “ambassadors”

**WOOSTER, Ohio** – Oct. 29, 2010 – As the world’s most popular brand of beef continues to grow, a chosen few chefs have been called upon to help deliver its message of quality, consistency and unparalleled flavor.

The *Certified Angus Beef*<sup>®</sup> brand, now featured in 47 countries around the globe, recently hosted invited chefs from across the U.S. as part of its Brand Ambassador program.

Chefs Bob Menendez of American-style eatery Sunset 44 in St. Louis, Scott Neuman of Nuevo Latino restaurant ¡OBA! in Portland, Faith Alahverdian of east coast retail giant ShopRite and nationally syndicated radio personality Amy Tobin all participated in the inaugural event.

The program, which provides education on the finer points of the brand as well as basic media training, gives each chef a greater understanding of the qualities behind the beef they serve and better arms them to tell their story.

“Our Brand Ambassador program not only gives us more credible sources, but it gives us the chance to localize many of the media requests we get by referring the media to somebody in their own backyard,” said Tracey Erickson, Certified Angus Beef LLC vice president of marketing. “We get a greater brand presence and the chefs get more avenues to promote their establishments. It’s really a win-win.”

There are many brands of beef, but only one Angus brand is owned by the American Angus Association and exceeds expectations every time. The *Certified Angus Beef*<sup>®</sup> brand is a cut above USDA Prime, Choice and Select. Ten quality standards set the brand apart as abundantly flavorful, incredibly tender and naturally juicy.

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