

for immediate release  
**NEWS**



30<sup>TH</sup> ANNIVERSARY

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***Certified Angus Beef*<sup>®</sup> brand – the leader in premium beef**

**All Angus beef is not created equal**

Since 1978, only one brand of beef has promised and delivered flavorful, tender, juicy cuts of beef. The *Certified Angus Beef*<sup>®</sup> brand, as the original brand of fresh beef, has set the bar for high-quality beef and premium programs.

The success of the brand has spurred a cloud of “Angus confusion,” as other programs tout similar Angus names. However, not all Angus beef is created equal. Each Angus program varies in its set of standards, not always delivering consumers the quality they expect. That’s where the *Certified Angus Beef*<sup>®</sup> brand shines, consistently providing consumers the high-quality beef they crave.

**Delivering consistent quality to consumers**

The *Certified Angus Beef*<sup>®</sup> brand is the best Angus beef available. The brand relies on a set of 10 strict quality specifications – developed by leading scientists, researchers and academics – to consistently deliver a superior beef-eating experience.

The brand begins with Angus-influenced cattle, which are known to produce more highly marbled beef. Ten additional science-based specifications select only the best beef available. In fact, less than 8% of all beef earns the brand’s premium name.

The *Certified Angus Beef*<sup>®</sup> brand also touts the industry’s most extensive tracking system, tracing product from U.S. Department of Agriculture (USDA) approval to restaurants and grocery stores around the globe. Thanks to this system, consumers purchasing the brand know they’ll enjoy consistently mouthwatering beef.

**The premium Angus difference**

- Founded in 1978 by Angus cattle producers, the *Certified Angus Beef*<sup>®</sup> brand is a not-for-profit subsidiary of – and the only brand owned by – the American Angus Association<sup>®</sup> and its 33,000 rancher members.

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- “Angus” is a breed of cattle. No other breed of cattle can match Angus’ marbling and ability to hit the high-quality target.
- However, Angus is only a starting point for identifying the best beef. The true test of an Angus brand is its quality requirements or specifications. While there are many brands of Angus beef, each program has different quality specifications – or none at all.
- The *Certified Angus Beef*® brand has 10 science-based specifications designed to assure marbling, tenderness and consistency. USDA graders determine whether beef meets all of those standards and is eligible for the brand.
- Only USDA graders can evaluate Angus-influenced cattle for the *Certified Angus Beef*® brand. This ensures completely unbiased approval.
- The *Certified Angus Beef*® brand is the only brand that tracks every pound of beef from USDA approval until it is sold to consumers.
- Experts ranging from ranchers to packers to distributors to retailers and top chefs trust the brand and understand its value to their business – and their customers.
- To ensure consistent quality and mouthwatering flavor, consumers look for the premium black, gold and red label carrying the *Certified Angus Beef*® brand name.

### **The proof is in the partners**

In 2008, 634 million pounds of *Certified Angus Beef*® brand products were sold at distinguished establishments around the world. More than 13,500 licensed retail and foodservice partners in the United States and 45 other countries offer consumers the premium brand.

Consumers enjoy mouthwatering *Certified Angus Beef*® brand Prime entrées at fine dining establishments like The Waldorf=Astoria in New York City and El Gaucho restaurants in Seattle and Portland, Ore. Saltgrass Steak House with 43 locations in Texas and surrounding states, John Q’s Steakhouse in Cleveland and Taste of Texas in Houston are just a few of the notable restaurants that have built their reputations on the brand.

Premium *Certified Angus Beef*® burgers can also be found at Hard Rock Café locations, Cabela’s stores, Top of the World Restaurant in the Stratosphere in Las Vegas and Blake’s Lotaburger, as well as many other U.S. and international locations.

To find local restaurants and grocers that feature the brand, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).