

TASTE THE DIFFERENCE

There's Angus. Then there's the *Certified Angus Beef®* brand.

There are many brands of beef, but only one Angus brand exceeds expectations. The *Certified Angus Beef®* brand is a cut above USDA Prime, Choice and Select. Ten quality standards set the brand apart. It's abundantly flavorful, incredibly tender, naturally juicy.

Delicious



www.certifiedangusbeef.com

Angus beef at its best®

Proud to serve the *Certified Angus Beef*® brand

LeRoi Basilio of Faisal Al Nusif Trading Co. (*Dubai, United Arab Emirates*) knows his customers have exacting standards and expect only the very best. That's why he's proud to offer them the premium *Certified Angus Beef*® brand.

"The steakhouses, hotels and restaurants that we work with are proud ambassadors of the brand," he says. "They cannot afford to make mistakes with their steaks, so they insist on the brand they can trust every time. The consistent tenderness, juiciness and great flavor of the *Certified Angus Beef*® brand make it the best meat you will ever eat."

JW's Steakhouse, the award-winning restaurant at the JW Marriott Dubai, is one of FANTCO's many elite accounts in the Middle East that features the brand. Executive Chef Damien Chorley says the brand's reputation for quality is recognized worldwide. Plus, the consistency of the *Certified Angus Beef*® brand keeps regular guests returning again and again.

"We let the meat speak for itself," he says, adding steaks are simply prepared: lightly seasoned and flame-grilled to the guests' liking.

"We constantly receive great feedback about the taste and tenderness."

Licensed distributor, restaurant and retail partners, located in nearly 50 countries worldwide, count on the *Certified Angus Beef*® brand's consistent quality and abundant flavor.

Positive reviews

Lawrence Hawkins, director of food and beverage for Canada's abc Country Restaurants, admits that in the past, they didn't do steak very well.

"We didn't have a lot of confidence cooking steak. The comment cards would say the steak was too tough, or had too much gristle," he explains.

But in 2006, the 60-unit family-style chain introduced the *Certified Angus Beef*® brand. Within one month of its introduction on the menu, steak sales were up more than 60 percent.

"With *Certified Angus Beef*® product, we get 9.9 [points] out of 10. There are no more negative reviews," Hawkins notes, adding that "the tremendous value of steak" leads to repeat visits.

"As a chef and owner of a high-end steakhouse in the Caribbean, most of our guests hail from cities like Chicago, New York and Miami – all known for their own iconic steakhouses. It amazes me how often those guests will say that they eat at the best steakhouses all the time, and mine is the best steak they've ever had. Partnering with the *Certified Angus Beef*® brand gives me satisfaction and pride in knowing that I'm serving the same, if not better, product than those legendary steakhouses in America's major cities."

Chef Dino Jagtiani,
Rare Steakhouse at the
Atlantis Casino
(St. Maarten)

"We started distributing meats more than 15 years ago, and since we started working with the *Certified Angus Beef*® brand, it has helped us reach the major leagues. It has opened many doors for us, and still does. We receive new clients every day who come to us because they know we distribute the brand. Today, we have customers who don't want anything that isn't the *Certified Angus Beef*® brand. Although we offer many different products, it has always been the top of the arrow."

Alberto Najera,
Comercial Norteamerica