



CAB Corner on Quality (graphic file logo for heading available on request)

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It all came together in Salt Lake

By Deanna Scrimger, CAB Olympic Coordinator

You fought the February elements on winter calving rounds, ensuring each calf was off to the kind of start that would win a gold-medal future for your ranch and all of Team Angus. On coffee breaks, you watched the “thrill of victory” as Team USA soared to new heights at the 2002 Olympic Winter Games in Salt Lake City, Utah.

It was a celebration of stellar performances, with athletes standing proud through triumph and disappointments. It was a salute to the volunteers who amazed the world with their dedication, spirit and enthusiasm. For America, it was a joining together as a nation to host a worldwide audience at one of the safest events ever. And for the beef industry, it was a time to be in the spotlight, because athletes weren't the only ones earning medals at the 2002 Olympic Winter Games. Fans gave the *Certified Angus Beef*® (CAB) frankfurter the gold as well.

The gourmet frank, made by CAB licensed partner and Milwaukee legend, Fred Usinger, Inc., proved to be a favorite food item at Olympic venues—so popular that the 100,000-pound supply originally ordered by Salt Lake Olympic Committee (SLOC) Foodservice Director Don Pritchard dwindled to a few remaining dogs by day four of the 17-day Games.

"We went into hyper-drive to supply another 50,000 pounds of the CAB frankfurter," said Brent Eichar, CAB's senior vice-president. "We were dealing with a fresh gourmet item. It was not sitting on shelves somewhere."

Usinger's temporarily shifted their production focus and extended the work day by 25 percent to meet the unexpected demand. By week's end, the first of five additional shipments had arrived. Keep in mind too, this was the Olympics, where most of the frankfurters served were quarter pounders. Jon Gabe, vice-president of sales for Usinger's, commented on the freshness of these crowd pleasers: "When the

CAB frank got to Salt Lake, it was in the smokehouse just two days before. It's impossible to get a fresher frankfurter."

"This shows how talented SLOC's foodservice team was in showcasing American West cuisine and using the CAB brand as an Official Supplier," Eichar said. "We had a smaller role in helping make the Games a success, but it is a role we were proud to have."

Both CAB and Usinger were focused on ensuring spectators, volunteers and athletes could continue enjoying the frank throughout the Games. In total 807,000 frankfurters were consumed there and at the following Paralympic Games. That's about 1.5 million servings—the crowds were enjoying 100 frankfurters and 20 bowls of CAB chili per minute during the Games. These phenomenal numbers attracted the attention of media far and wide, reported by *CNN Headline News*, *NBC Olympic Coverage* and *Fox Cable News*, among many others.

What impact could this have long term? The 1.5 million servings during the Games represent an amazing number of people exposed to a great beef taste. The worldwide audience returned to their homes and places of business with a new appreciation for the world's leading brand of beef. They'll be watching for the brand name on restaurant menus and at their local grocery stores. The Olympics have brought a heightened awareness to premium beef and will have consumers checking to see if they are getting the best – the brand that made it to the Games.

Angus producers have been preparing for the consumer spotlight for a lifetime, each year's calf crop more capable of winning. CAB's hardcore training for the Games began more than two years ago. While Olympic athletes logged hours on the slopes or at the rink, CAB was developing a new Wild West chili and finding new menu applications for the heat-and-serve pot roast. From great venues and Utah's "best snow on earth," to inspiring athletic performances and great beef, the 2002 Olympic Winter Games gave the world a taste of America that will keep them coming back for more. CAB will continue to be a part of the training experience for future athletes as it supplies value-added products to the training centers through 2004.

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