



*CAB Corner on Quality*  
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## **The proof is in the *steak***

*By Deanna Walenciak, CAB Marketing Communications Director*

They say, “the proof is in the pudding,” meaning results are what count. The phrase was shortened over time from, “the proof of the pudding is in the eating.” Its first use in the 1600s was probably not to describe a steak, but it sure applies today.

For consumers, the results—taste, tenderness and flavor of the steak—are what count. They judge a steak by how good it is to eat. Was it juicy and flavorful or as tough and bland as shoe leather? The *Certified Angus Beef*® (CAB®) brand is all about results. It built its reputation by delivering a great eating experience every time.

The proof of consumers’ confidence in the brand is also in their purchasing. In a 2007 study, consumers were hypothetically given \$20 to make their next beef purchase. Hands down, they picked the CAB brand over any grade or other brand of beef. Translate that to real sales and consumers put down their hard-earned money to buy a record 584 million pounds of the brand in fiscal 2007.

In the same research, consumers ranked CAB as the highest quality of any grade or other brand of beef. They also ranked the CAB logo as higher quality than others.

The research results are valuable in helping us understand how consumers perceive the brand. Naturally, they give us a sense of satisfaction, validating our marketing efforts and the promotions of our retail and restaurant partners.

But, don’t think for a minute that our job is done. We are always raising the bar. We continue to find new ways to introduce new consumers to the brand, sell more steaks and ultimately drive demand for the best Angus cattle. Just this year, we’ve set up new creative ideas that include:

- “Cooking with kids” recipe contests in targeted markets to engage kids and their parents in the fun of cooking with beef.
- A “make your own steak spice” station at home & garden shows in Albany, N.Y., Wooster, Ohio and Norfolk, Va. CAB staffers talk one-on-one with consumers and answer their questions about beef while helping them make a spice rub. Best of all, consumers leave with a seasoning to take home and try that night.
- Cross promotions with other premium brands like Lea & Perrins Worcestershire sauce, targeted at driving trial of new cuts like the flat iron.

We've also started a new advertising campaign in those target market cities. Our research shows that consumers trust an expert to recommend high-quality beef. Consumers agreed that the right spokesperson can aid in brand recall, awareness and even confidence to try new products.

That's why our current advertising features three beef experts—a chef, a meat cutter and a rancher—to gain consumer loyalty. The campaign and expert images come to life in print, billboard, radio and television advertising. The message is clear: CAB is the brand experts trust for great flavor, and it encourages consumers to do the same.

The good news for cattlemen is that consumers see you as the expert. They know you know great beef; after all, you are the one on the front line working with the cattle. We're sharing your story in different cities on billboards, on the radio and in magazines.

Even if our ads aren't up around your town, you can still join our efforts by just talking with consumers. Your testimonial of the hard work, dedication and investment you put into raising high-quality cattle for the brand is one of the best advertisements we have.

Consumers trust your expert recommendations. Encourage them to visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) for great beef recipes and locations where they can buy the brand. Go ahead, tell them with confidence, "the proof is in the pudding," or in this case the steak. With the *Certified Angus Beef*<sup>®</sup> brand, they won't be disappointed.

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