



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

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Corporate chef builds excitement

By Jennifer Walker, CAB Communications and Media Manager

If you've watched much TV or picked up a magazine lately, you've probably seen fine food and famous chefs in the spotlight. Cooking shows and product sponsorships have created celebrity chefs who become household names on par with movie stars. Restaurants have become tourist destinations, and even "average" consumers are gobbling up instructions and buying gourmet ingredients. They want to become expert cooks at home.

The *Certified Angus Beef*[®] (CAB) brand, as industry leader, can only benefit from this burgeoning "foodie" culture. People who are into high-quality food and its preparation will be drawn to products that promise and deliver consistently mouthwatering results.

One of the ways Certified Angus Beef LLC is working to drive demand for the brand at all levels is through its corporate chef. That's right: CAB has its own professional, accredited chef who works to help spread the word about the brand and demonstrate its quality.

Scott Popovic joined CAB this fall. A respected chef in the culinary world, particularly in his native Ohio, his experience features several notable restaurants there and in Las Vegas, Nev. Popovic is a cum laude graduate of the renowned Johnson and Wales University in Charleston, S.C. He has cooked with the best of them, such now-famous celebrity chefs as Doug Katz, Michael Symon, Charlie Palmer and Jonathan Bennett. He's presented at the notable James Beard House in New York City, taught hands-on cooking classes and appeared often on Cleveland television shows.

In short, his experience and passion for fine food made him the perfect choice for the job. The duties of CAB's corporate chef are incredibly varied. One day, Popovic may be demonstrating a recipe geared to consumers with little or no beef knowledge at a home and garden show. The next, he may be developing cutting-edge recipes that showcase the CAB brand in a trade magazine for other world-class chefs.

Working with CAB's public relations team, Popovic creates recipes for nationwide news releases and food pages, and serves as "the face of the brand" during television appearances. He'll work to develop menu applications for CAB brand products for restaurant licensees, and plan menus for guests visiting CAB's Ohio headquarters. Popovic will also play a large role in CAB's target market strategies, where different types of events for different audiences layer and reinforce the brand's efforts to deliver a consistent message to consumers.

Stay tuned – CAB's marketing team is working to make Popovic a household name as he spreads the word about the world's best brand of beef.

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