



DISTINGUISHED CHEFS OF HEREFORD BEEF™ 2008 INAUGURAL AWARD

ENTRY QUALIFICATIONS

The inaugural award for **Distinguished Chefs of Hereford Beef™ (CHB)** focuses on Chefs who prepare and serve Certified Hereford Beef® in their restaurants. The award winner will have shown excellence in the 5 selection criteria below along with an aptitude for originality and inspiration in how they serve Certified Hereford Beef® in their restaurants.

*Applicants must be nominated by their appropriate licensed CHB Distributor.

SELECTION CRITERIA

(Applicants must meet all 5 selection criteria.)

1. Chefs who are nominated must work at an approved and licensed CHB foodservice operation that is receiving CHB product from a Licensed CHB Distributor.
2. Foodservice operations can be independent restaurants, national and regional chains, and/or commercial instructional foodservice operations.
3. The foodservice operation must be currently serving CHB regularly on the menu and must have been serving CHB consecutively for a minimum of six months.
4. The operation must use Certified Hereford Beef® on 3/4 of their beef items on the menu.
5. One award will be given every year, and any one recipient may not receive the award in two consecutive years.

Below are the five criteria each operation will be evaluated on within the application and the attached documents. The applicant should show excellence and success in each of these categories in order to be considered for the title.

Creativity:	How do the CHB beef items on the menu showcase the menu and the creativity and skills of the chef and the operation?
Beef Cuts Used:	Diverse use of beef cuts (e.g. Flat Irons, Petite Tender, Ranch Cuts and any other value added cuts, in addition to standard cuts.)
Quantity:	Beef menu share and or beef used in multiple day parts (e.g., breakfast, lunch and dinner).
Communications:	Advertising and promotion featuring Certified Hereford Beef® on the menu and/or in other public informational media.
Training:	How much importance is put into training wait staff and other employees on the benefits of using and eating Certified Hereford Beef®? How is this done, and how often is this information conveyed to paying patrons?



Below are the required and suggested documents to be included in the application.

Required Documents: (Entry will not be considered if missing one of the following.)

- ___1. Completed entry form.
- ___2. Sample menu which features CHB products on the menu.
- ___3. Testimonial letter that speaks to the successful use of CHB within the operation signed by the nominated chef. (Topics to discuss could be product consistency, patron's response, increased profits, employee response, and etc.)
- ___4. Complete list of CHB products used and length of time used. List must be signed by the nominating CHB Licensed Foodservice Distributor representative. (Three items must have been in use for a minimum of six consecutive months.)

Suggested Additional Documents:

- ___1. Photographs of the restaurant or beef menu items served, as well as other advertising materials promoting Certified Hereford Beef® within the operation are greatly encouraged.
- ___2. Nomination letter by the appropriate foodservice distributor representative supplying the applicant with CHB product.
- ___3. Copies of informational and training materials for wait-staff and restaurant employees.

SUBMISSION PROCESS

In order to be considered for the award, you must submit your entry postmarked no later than August 31, 2008 to:

Certified Hereford Beef, LLC
DISTINGUISHED CHEF OF THE YEAR AWARD™ 2008
1501 Wyandotte St.
Kansas City, MO 64116

AWARDS AND PRESENTATION

The Distinguished Chefs of Hereford Beef™ will be awarded: _____ November 2008.

Winners of the Award will receive:

- CHB will feature the name of the chef, restaurant or institution address, email, and phone number on CHB foodservice brochure for one full year. The brochure will include quotes from the applicant's submitted letter.
- CHB will feature the name of the chef, restaurant or institution address, email, and phone number on a page of the CHB website for one full year. The webpage will include a bio and quotes from the applicant's submitted letter.
- CHB will publicize the winner in a press release to be released to national industry wide publications, local media, as well as feature a cover story in the Hereford World glossy magazine and CHB newsletter. Follow up press releases will also be sent.
- Chef will receive 4 emblem patches (approx. 1.5"x 4") to wear on their frocks. Chef will be required to display the emblem in conjunction with CHB logo when they endorse or demo CHB to the public.



Certified Hereford Beef, LLC
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- Chef will be photographed in their restaurant environment by a photographer. Photography and testimonial will then be used by Certified Hereford Beef® in a national foodservice and retail advertising and program promotion campaign for at least one year. (All expenses paid by CHB.)
- Chef may be invited to attend CHB Educational Conferences to speak to both foodservice and retail professionals. (All expenses paid by CHB.)





2008 DISTINGUISHED CHEFS OF HEREFORD BEEF™ APPLICATION

GENERAL INFORMATION:

Please fill out all information as it pertains to your operation.

Applicant Contact Information:

Name of Establishment:			
Key Contact:			
Chef Name:			
Address:		City:	
State:		Zip:	
Phone:		Fax:	
Email:		Website:	

Distributor Contact Information:

Licensed Distributor:			
Contact:			
Address:		City:	
State:		Zip:	
Phone:		Fax:	
Email:		Website:	

General Information:

Number of Units: _____
 Established: _____
 Years in business: _____
 Number of employees: _____
 Hours of Operation: _____

A. Type of Menu: _____

B. What percentage of the menu are beef items and CHB beef items? _____

C. Volume (in pounds) of beef purchased per month. (Documentation from Distributor is encouraged.): _____

D. How is your beef purchased? _____ Boxed
 _____ Portion Cut



E. In order, what are the most frequently purchased CHB beef items in your operation?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

F. Do you use CHB specialty cuts such as Flat Iron steaks, Tri Tip, or etc? Yes
 No

If yes, please name all the CHB specialty cuts used: _____

G. Do you feature beef specials? Yes
 No

How often? _____



