

February 13, 2008



CERTIFIED HEREFORD BEEF, LLC

P.O. BOX 014059

KANSAS CITY, MO 64101

816.842.3758 PHONE

816.842.6931 FAX

WWW.HEREFORDBEEF.NET

Good Day To All:

I am so excited to announce the official release of the inaugural 2008 Distinguished Chefs of Hereford Beef Award™. This award gives you the chance to nominate distinguished Chefs who with style, creativity, and zeal are currently cooking and serving Certified Hereford Beef® successfully in their restaurants!



If you remember, this was a project that was discussed at our November 2007 CHB Foodservice meeting held in Florida. Because there are so many great chefs serving CHB in their restaurants, we wanted a creative and broad way to recognize their skill amongst peers, in industry publications, and to the consuming public. This award allows us to do just that and showcases those who truly support Certified Hereford Beef® in their restaurants. *(Further details on who may apply and other qualifications can be found in the attached 2008 application.)*

Many of you might already have the CHB foodservice brochure "Hereford Beef: Taste the Tradition". The prototype for the logo is already on the back and will be replaced with the trade-marked Distinguished Chefs of Hereford Beef Award™ logo starting in 2009.

Winners of the award will receive many things including recognition directly on the CHB brochure, website recognition, press sent to all major foodservice publications nationwide, emblem patches which can be proudly worn on frocks in the restaurant, and invitations to speak at official CHB events. *(For the full list and details, reference the attached 2008 application.)*

We hope that your sales staff will find this to be a very helpful tool in their efforts to continue to support and promote the sale of Certified Hereford Beef® to their accounts.

Please do not hesitate to call me if you have any questions. I can't wait to see the applicants and continue to grow this program over the coming years.

Thanks again,

Mick Welch  
CHB Food Service Director

*Tender, Great Tasting Beef*  
America's Breed Since 1881