



DISTINGUISHED CHEFS OF HEREFORD BEEFSM

ENTRY QUALIFICATIONS

The inaugural award for **Distinguished Chefs of Hereford BeefSM (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 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. 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.)
- ___ 3. 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, chef, owner, or customers, 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.



Certified Hereford Beef, LLC
1501 Wyandotte St • Kansas City, MO • 64108
(816) 842-3758 • www.herefordbeef.net



SUBMISSION PROCESS

In order to be considered for the award, you must submit your entry postmarked no later than November 30, 2011 to:

Certified Hereford Beef, LLC
DISTINGUISHED CHEF OF THE YEAR AWARDSM
1501 Wyandotte St
Kansas City, MO 64108

AWARDS AND PRESENTATION

The Distinguished Chefs of Hereford BeefSM will be awarded: January 1, 2012

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. 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.
- Testimonial will be used by Certified Hereford Beef® in a national foodservice and retail advertising and program promotion campaign for at least one year.
- Chef may be invited to attend CHB Educational Conferences to speak to both foodservice and retail professionals. (All expenses paid by CHB.)



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CONSUMER RESPONSE:

We believe in the quality of our product, but we also understand that much of this comes from how the product is prepared and cooked. Please tell us some of the comments and responses you receive from patrons who eat CHB in your operation. *(Use additional pages if needed)*

**APPLICATION MUST BE POSTMARKED NOVEMBER 30, 2011
TO BE CONSIDERED.**



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