



***FOR IMMEDIATE RELEASE***

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**Evans Meats Achieves CHB<sup>®</sup> Million-Pound Mark**

**KANSAS CITY, Mo.** –Evans Meats Inc., Birmingham, Ala., recently earned the Certified Hereford Beef<sup>®</sup> million-pound achievement from the Certified Hereford Beef (CHB) LLC Food Service Division.

Addam Evans owns Evans Meats with his dad, Butch. A Certified Hereford Beef<sup>®</sup> distributor since 2008, he says Evans Meats originally chose Certified Hereford Beef<sup>®</sup> for its consistent quality.

“It’s a really good product every time,” he says. “Our customers appreciate that quality, because they understand when they put a steak on the plate, it’s going to be the same as it was two or three weeks ago. They don’t have to worry about their customers sending back a steak.”

In addition, Evans says, the unique flavor of Certified Hereford Beef<sup>®</sup> sets the product apart.

“It has a really pronounced flavor, unique to the Hereford breed,” he says. “A lot of the beef these days has a watered-down flavor. Certified Hereford Beef<sup>®</sup> features a more-pronounced beef flavor.”

Evans Meats, founded in 1998, specializes in fine meat and seafood products, and serves customers from Nashville, Tenn., to Montgomery, Ala., to Jackson, Miss. Their primary

customers consist of privately owned white-tablecloth restaurants, in addition to country clubs and private clubs.

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*The Certified Hereford Beef (CHB) Program was established in 1995 by the American Hereford Association (AHA) to offer the food industry truly superior beef products and to enhance the demand for purebred Hereford cattle. Based on the research-proven and time-tested tenderness, juiciness and flavor of Hereford beef, the program promotes its distinct brand with quality-driven foodservice operators and retailers across the country.*

Photo available upon request.

Cutline: Addam Evans, co-owner of Evans Meats (left), receives the CHB million-pound achievement from Mick Welch, CHB LLC vice president of food service.