



***FOR IMMEDIATE RELEASE***

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**Sysco Achieves CHB<sup>®</sup> Million-pound Mark**

**KANSAS CITY, Mo.** – Sysco was recently presented with the Certified Hereford Beef<sup>®</sup> million-pound achievement by the Certified Hereford Beef (CHB<sup>®</sup>) Food Service Division.

Danny Wright, Sysco Nashville director of merchandising, says Sysco has been pleased with Certified Hereford Beef<sup>®</sup>'s flavor and quality.

“Mick Welch, CHB LLC vice president of food service, presented the product to me, and it sold itself,” Wright says. “The Hereford breed genetics are perfect for restaurant quality. It produces a great flavor, and a texture different from any other.”

In addition, Wright says, Sysco customers have been impressed with the product's consistency and quality.

“Certified Hereford Beef<sup>®</sup> sells itself with its consistent flavor and texture,” he says.

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations throughout the U.S., Canada and Ireland. Sysco offers Certified Hereford Beef<sup>®</sup> through its Baraboo, Wis.; Minneapolis, Minn.; Nashville, Tenn.; Sacramento, Calif.; Boston, Mass., and Ocoee, Fla., centers.

During the American Hereford Association's fiscal year 2011 – running Oct. 1-Sept. 31 – the Minneapolis center marketed 1.2 million pounds in its first year selling the brand, and the Baraboo and Nashville divisions marketed a combined 1.35 million pounds.

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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.*