



Beef Backer Winners Announced

News release by the Cattlemen's Beef Promotion and Research Board

The Beef Backer Award recognizes restaurants that set the highest standards in menuing and marketing beef.

DENVER, CO (Feb. 4, 2006) — Top winners of the 2005 National Beef Backer Contest were announced at the 2006 Cattle Industry Annual Convention and Trade Show. Funded through the Beef Checkoff Program, the Beef Backer Award recognizes independent and chain restaurants that set the highest standards in menuing and marketing beef — America's No. 1 protein.

The three national winners were Golden Corral, Raleigh, N.C., in the Restaurant Chain category; The Branding Iron Restaurant, Merced, Calif., in the Independent Restaurant category; and Trostel's Greenbriar, Johnston, Iowa, as the "Innovator of the Year."

Established in 1988, The Beef Backer program solicits restaurant entries submitted via State Beef Councils nationwide. The selection criteria are based on menu creativity, use of new beef cuts, quality of beef products, menu share of beef, marketing communications and waitstaff training programs.

"As people eat out more frequently as part of their daily regimen, it's important that we, as an industry, recognize those restaurant partners who continue

to delight their customers with great beef-eating experiences," said Joint Foodservice Committee Chairman Laurie Bryant, who is a member of the Cattlemen's Beef Promotion and Research Board (CBB), which administers the national checkoff program, with U.S. Department of Agriculture (USDA) approval.

"Last year, more than 11 billion beef meals were served in America's commercial restaurants," Bryant said, "and we expect to see that number increase as more restaurants capitalize on beef's menu versatility and the consumers' passion for America's top-selling protein."

Golden Corral

In accepting the Chain Restaurant Beef Backer Award, Beverly Lynch, vice president of food and beverage at Golden Corral Corp., said "We're honored to be recognized as a National Beef Backer and take a lot of pride in the variety and quality of beef items we serve at all of our restaurant locations — everything from beef fajitas to meatloaf to our popular new Applewood Sirloin Filet steak, we appeal to the entire family. Our patrons also appreciate the lively

open kitchen, where they can see the entire action taking place — steaks being flame-broiled or grilled. This just drives home the fact we use only the finest cuts of beef and we place a priority on freshness.”

The Branding Iron

The Beef Backer Award is just one of the accolades for the Branding Iron Restaurant. Established in 1952, the restaurant has collected numerous awards over the years for their extensive beef-focused menu and dedication to supporting local ranching establishments.

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Owner Greg Parle said, “We’re overwhelmed by this national honor and share it with all of the local ranchers and regular customers who have supported us

over the years. Over 90% of our sales come from beef, and we’ve seen our business continue to grow year after year.”

Trostel’s Greenbriar

Trostel’s Greenbriar received the Innovator of the Year Award for its dedication to newer cuts in high-end, creative menu items like the “Flat Iron with Gremolade Rub Crostini” and “Chipotle Steak Salad with Petite Tender.” The restaurant also is skillful at showcasing more traditional cuts in interesting and exciting ways, such as their “Lollipop Ribeye.”

Owner/operator Paul Trostel said, “We’re always looking for new beef cuts and applications to add creative flair and interest to our upscale menu. The Flat Iron and Petite Tender not only perform beautifully, but they are also flexible enough for a variety of applications, flavors, techniques and ingredients. Our chefs simply love working with them.”

Restaurants interested in entering the 2006 Beef Backer contest should contact their State Beef Council.



Editor’s Note: This release is adapted from a news release distributed by the Cattlemen’s Beef Promotion and Research Board. For the original release or for more information about the organization, click the “Press Releases” link at www.beefboard.org.