

Angus Productions Inc.'s coverage of the



CAB® Restaurant Wins Beefbacker

News release provided by the California Beef Council



Kara and Greg Parle, owners of The Branding Iron Restaurant, receive the National Beef Backer Award in the Independent Restaurant category. The Branding Iron serves the *Certified Angus Beef®* (CAB®) brand.

DENVER, CO (Jan. 31, 2006) — Three restaurant operations were honored by America's beef producers Jan. 3 in a presentation of the National Beef Backer Awards during the Annual Cattle Industry Convention in Denver, Colo. The Beef Backer Awards, funded by the national beef checkoff, recognize outstanding operations that set the highest standards in menuing and marketing beef — America's number one protein.

The three national winners are:

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

The National Beef Backer Contest, established in 1988, solicits restaurant entries submitted via state beef councils nationwide. The Branding Iron Restaurant was the 2004 California Beef Council Beef Backer restaurant and was nominated by the organization for the 2005 national contest.

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 that continue to delight their customers with great beef-eating experiences," said Joint Foodservice Committee Chairman Laurie Bryant. "Last year, more than 11 billion beef meals were served in America's commercial restaurants, and we expect to see that number increase as more restaurants capitalize on beef's menu versatility and the consumers' passion for the king of proteins."

Established in 1952, The Branding Iron Restaurant has collected numerous awards over the years for its extensive beef-focused menu and dedication to the local ranching industry.

"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," said Greg Parle, who along with his wife, Kara, owns and operates the restaurant. "Over 90% of our sales come from beef,

and we've seen our business continue to grow year after year."

"We are thrilled to see The Branding Iron Restaurant named Independent Restaurant of the Year in the National Beef Backer Contest," said Bill Jackson, 2006 chair of the California Beef Council and a cattle producer from

Oakdale. "Not only do the Parles and their staff do a great job of selling our product, but they are extremely supportive of our industry."

For more information about California Beef Backer restaurants, visit www.calbeef.org.



Editor's Note: This article was provided by the California Beef Council, which nominated The Branding Iron Restaurant for the award. For more information, contact Holly Foster at (916) 925-2333 or holly@calbeef.org, or visit the California Beef Council Web site at www.calbeef.org.