

CAB Partners with Famed New York Chef

Back in 1978, a promising young chef was graduating from the Culinary Institute of America at the same time the American Angus Association® was starting its unique, specification-based branded beef program.

John Doherty went on to become executive chef of The Waldorf=Astoria New York at the age of 27 where he served for 23 years, cooking for more presidents, royalty and heads-of-state than any other chef in the country. He led the hotel's famed Bull & Bear Steakhouse to become a signature licensed partner with the *Certified Angus Beef*® (CAB®) brand.

And 32 years after stepping into the premium beef world at the same time, the brand has announced a goodwill partnership with Chef John Doherty, to serve as a Quality Ambassador. That means he will offer his views on how to best use CAB brand products and promotions from a restaurateur perspective, represent CAB at industry events and provide his talents for media opportunities.

Beef producers have seen Doherty pictured with South Carolina Angus seedstock operator Kevin Yon in a 2009 advertising series along with the caption, "Angus. The real pasture to plate story."

"Chef Doherty has been such a sincere third-party advocate of the Certified Angus Beef brand for so many years that it gives me great pleasure to make his current 'role' official," said Tracey Erickson, CAB vice president of marketing. "We are pleased to continue working together to educate upcoming and existing chefs, restaurant owners, retailers, distributors and consumers on the cornerstones of the brand — quality, consistency and integrity."

Throughout Doherty's career, he has been widely featured in the media, such as the Travel Channel, A&E and Food Network, NBC's "The Today Show" and CBS's "The Early Show." He is an advisory board member to New York City Harvest, The French Culinary Institute and the Culinary Institute of America and holds numerous honorary degrees and awards. Today, Doherty serves as principal of Wolfpack Hospitality, a restaurant consulting firm based in New York.

"While there are many variables in the foodservice industry, the Certified Angus Beef brand is not one," said Doherty, who used the product for more than 20 years at The

Waldorf=Astoria. “This is a brand that you can count on – I always did.”

In 2008, the chef took time to travel to Montana for some firsthand insight into the ranching roots of the brand. He emphasized, “This kind of quality does not happen by chance.” Citing CAB’s “sheer dedication to its cattlemen,” Doherty called the brand “one of America’s great success stories.”

“I look forward to continuing to tell that story to both culinary experts and those who appreciate great tasting beef,” he said.

Founded in 1978, the Certified Angus Beef® brand has become world famous for its exceptional quality and generous marbling, backed by 10 scientific standards that keep it a cut above USDA Prime, Choice and Select. Offered at more than 13,500 licensed restaurants and retailers around the world, the brand also maintains an informational web site at www.certifiedangusbeef.com.

Source – American Angus Association