



Call for Entries
2010 Beef Backer Awards

This prestigious award program honors commercial and non-commercial foodservice operations that go the extra mile in menuing and marketing beef—from creative beef menu items to promotion, waitstaff training and more. If that's you, we'd like to give you some well-deserved recognition.

National Beef Backer Award recipients will receive

- Publicity in national and local media
- Industry recognition and prestige
- Award plaque



Funded by The Beef Checkoff

Here's how to enter...

Who May Enter

Independent restaurants, national and regional chains (commercial or non-commercial/on-site).

Each entry form must be completed in its entirety and must include a sample menu. Please feel free to include anything else to demonstrate why you believe your food-service establishment should receive the Beef Backer Award.

Submission Process

In order to be considered for the **Beef Backer Award**, submit your entry to the State Beef Council where your operation is headquartered (see back page). This is especially important to note for restaurant chains.

Selection Criteria

Foodservice operators that exhibit leadership and innovation in beef menuing and promotion.

- **Creativity** – Using beef in fresh ways that showcase its menu versatility
- **Quality** – Consistent excellence of beef menu items
- **Quantity** – Beef menu share and/or beef used in multiple day parts (e.g., breakfast, lunch, dinner)
- **Communications** – Advertising and promotion featuring beef
- **Coaching** – Waitstaff training to enhance beef sales and the dining experience
- **Cooperation** – Relationship with State Beef Council
- **Cuts** – Use and variety of beef cuts

Awards Presentation

PARTICIPATING STATES: Each state winner will be notified by their State Beef Council. Publicity and award plans will be coordinated by each State Beef Council. State Beef Backer Award winners will automatically be entered for the national award.

NATIONAL: National Beef Backer Award winners will be selected by a special judging committee of foodservice industry professionals and awards will be presented in February 2011.



There will be one winner in each of the following three categories:

- **Chain Operator** (10+ units, commercial or non-commercial)
- **Independent Operator** (commercial or non-commercial)
- **Innovator of the Year** (chain or independent, commercial or non-commercial)

This special honoree will be chosen at the judges' discretion based on all selection criteria.

- Decision of judges/selection committee is final.

National Beef Backer Award winners will be invited (expenses-paid) to the Cattle Industry Annual Conference (February 2011). National Beef Backer winners will also enjoy having their achievement announced to their peers through an advertisement in *Nation's Restaurant News*, and will benefit from positive press on the local, regional and national levels—all generated by a special public-relations campaign.

Entry Procedure

To ensure that your entry is given full consideration, please follow these instructions:

- Fully complete the application form.
- Provide either a copy or an original menu from your operation.
- Beef it up! You may also provide any relevant beef merchandising materials including POS materials, staff and/or customer educational materials, videos, photos of beef displays, beef-related advertising and publicity efforts, community outreach programs, or any additional information to document your efforts.

- Locate the contact information for your own State Beef Council on the last page of this form and submit your entry directly to the state. (NOTE: If you do not find a Beef Council listed for your state, please submit your entries C/O Beef Backer Awards, Foodservice Department, NCBA, 9110 East Nichols Avenue, Suite 300, Centennial, CO 80112.)

For more information, please contact your State Beef Council. If your state is not listed, contact the Foodservice Department of the National Cattlemen's Beef Association at (303) 850-3372.



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2010 Beef Backer™ Award Entry Form

Award Category (choose one): Chain Independent

General Foodservice Establishment Information:

Company/Establishment Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Key contact: _____ Title: _____ Email: _____
Chef name: _____ Owner name: _____
Type of menu/cuisine: _____ Number of units: _____ Number of years in business: _____
Number of employees: _____ Hours of operation: _____ What percentage of your menu is beef: _____
Volume (in pounds) of beef purchased per month: _____ Beef distributor/purveyor name: _____



If applicable, please describe your working relationship with your beef distributor or purveyor.

How is your beef purchased? (check all that apply)

- Boxed Beef Portion Control Cuts
 Value Added (marinated, seasoned, pre-cooked)

What is the most frequently purchased beef item in your operation?

What cuts do you purchase most frequently?

List all beef cuts on the menu. For example: Sirloin, Flat Iron, Brisket, Strip, Tenderloin, T-Bone.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Tell us about the beef you purchase (grade, brand, etc.).

If applicable, do you serve beef at all day parts?

Do you feature beef as an ingredient (e.g., salads, pasta, stir-frys, etc.)?

Have you recently created new menu items with beef? If yes, please describe.

Do you feature beef specials?

What are your patrons saying about beef in general?

Have you ever visited www.beeffoodservice.com? Yes/No

Do you subscribe to Beef Foodservice Qtrly.? Yes/No
(If no, please visit our website to subscribe.)

Please describe why your operation should be recognized as a leader in beef menuing and promotion. (May attach additional pages.)

Entry Submission Checklist:

- Completed Application
- Menu (may be copy instead of original)
- Any relevant photos, tapes, videos or materials that document your efforts

Please contact your State Beef Council for entry deadlines or more information.

State Beef Councils

VOID WHERE PROHIBITED

Alabama Cattlemen's Assn.

201 S Bainbridge St
Montgomery, AL 36104
Office: (334) 265-1867
Fax: (334) 834-5326

Arizona Beef Council

1401 N 24th St Ste 4
Phoenix, AZ 85008
Office: (602) 273-7163
Fax: (602) 220-9833

Arkansas Beef Council

10720 Kanis Rd
Little Rock, AR 72211
Office: (501) 228-1222
Fax: (501) 228-1846

California Beef Council

4640 Northgate Blvd, #115
Sacramento, CA 95834
Office: (916) 925-2333
Fax: (916) 925-8155

Colorado Beef Council

789 Sherman St, #105
Denver, CO 80203
Office: (303) 830-7892
Fax: (303) 830-7896

Delaware Beef Advisory Board

1361 Pole Bridge Rd
Middletown, DE 19709
Office: 302-376-0122

Florida Beef Council

800 Shakerag Rd
Kissimmee, FL 34744
Office: (407) 846-4557
Fax: (407) 933-8209

Georgia Beef Board

PO Box 24570
Macon, GA 31212
Office: (478) 474-6560
Fax: (478) 474-5732

Hawaii Beef Industry Council

PO Box 437199
Kamuela, HI 96743
Office: 808-885-5599
Fax: 808-887-1607

Idaho Beef Council

2118 Airport Way
Boise, ID 83705
Office: (208) 376-6004
Fax: (208) 376-6002

Illinois Beef Association

2060 W Iles Ave, #B
Springfield, IL 62704
Office: (217) 787-4280
Fax: (217) 793-3605

Indiana Beef Council

5738 W 74th St
Indianapolis, IN 46278
Office: (317) 293-2333
Fax: (317) 295-8421

Iowa Beef Industry Council

2055 Ironwood Ct
Ames, IA 50014
Office: (515) 296-2305
Fax: (515) 296-4873

Kansas Beef Council

6031 SW 37th St
Topeka, KS 66614
Office: (785) 273-5225
Fax: (785) 273-3399

Kentucky Beef Council

176 Pasadena Dr
Lexington, KY 40503
Office: (859) 278-0899
Fax: (859) 260-2060

Louisiana Beef Council

4921 I-10 Frontage Rd
Port Allen, LA 70767
Office: (225) 343-3491
Fax: (225) 336-0002

Maine Beef Industry Council

149 Clark Ln
Whitefield, ME 04353
Office: (207) 549-5972
Fax: (207) 549-4602

Maryland Beef Industry Council

PO Box 259
Sykesville, MD 21784
Office: (410) 795-5309
Fax: 443-492-0005

Michigan Beef Indus. Comm.

2145 University Park Dr, #300
Okemos, MI 48864
Office: (517) 347-0911
Fax: (517) 347-0919

Minnesota Beef Council

2950 Metro Dr Ste 102
Minneapolis, MN 55425
Office: (952) 854-6980
Fax: (952) 854-6906

Mississippi Beef Council

680 Monroe St, #A
Jackson, MS 39202
Office: (601) 354-8951
Fax: (601) 355-7128

Missouri Beef Industry Council

2306 Bluff Creek Dr, #100
Columbia, MO 65201
Office: (573) 817-0899
Fax: (573) 817-0889

Montana Beef Council

PO Box 80865
Billings, MT 59108
Office: (406) 656-3336
Fax: (406) 656-3337

Nebraska Beef Council

1319 Central Ave
Kearney, NE 68847
Office: (308) 236-7551
Fax: (308) 234-8701

Nevada Beef Council

PO Box 340310
Sacramento, CA 95834
Office: (775) 790-0801

New Jersey Beef Indus. Council

PO Box 2900
Flemington, NJ 08822
Office: (908) 788-1388
Fax: (908) 806-4735

New Mexico Beef Council

1209 Mtn. Road PI NE, #C
Albuquerque, NM 87110
Office: (505) 841-9407
Fax: (505) 841-9409

New York Beef Industry Council

PO Box 250
Westmoreland, NY 13490
Office: (315) 339-6922
Fax: (315) 339-6931

North Carolina Beef Council

2228 N Main St
Fuquay Varina, NC 27526
Office: (919) 552-9111
Fax: (919) 552-9216

N. Dakota Beef Commission

4023 State St
Bismarck, ND 58503
Office: (701) 328-5120
Fax: (701) 328-5119

Ohio Beef Council

10600 Us Highway 42
Marysville, OH 43040
Office: (614) 873-6736
Fax: (614) 873-6835

Oklahoma Beef Council

2312 Exchange Ave
Oklahoma City, OK 73108
Office: (405) 840-3777
Fax: (405) 510-9848

Oregon Beef Council

1827 NE 44th Ave, #315
Portland, OR 97213
Office: (503) 274-2333
Fax: (503) 274-5405

Pennsylvania Beef Council

1 Corporate Dr, #102
Bedford, PA 15522
Office: 888-423-3372
Fax: 814-623-6531

S. Carolina Beef Board

PO Box 11280
Columbia, SC 29211
Office: (803) 734-9806
Fax: (803) 734-9808

S. Dakota Beef Industry Council

PO Box 7051
Pierre, SD 57501
Office: (605) 224-4722
Fax: (605) 224-4457

TN Beef Industry Council

530 Brandies Cir
Murfreesboro, TN 37128
Office: (615) 896-5811
Fax: (615) 896-5814

Texas Beef Council

8708 Ranch Rd 620 North
Austin, TX 78726
Office: (512) 335-2333
Fax: (512) 335-0582

Utah Beef Council

150 S 600 E, #10B
Salt Lake City, UT 84102
Office: (801) 355-0063
Fax: (801) 532-1669

Vermont Beef Industry Council

PO Box 1004
Burlington, VT 05402
Office: (802) 860-7152
Fax: (802) 860-7152

Virginia Beef Industry Council

PO Box 9
Daleville, VA 24083
Office: (540) 992-1992
Fax: (540) 992-4632

WA State Beef Commission

14240 Interurban Ave S, #224
Seattle, WA 98168
Office: (206) 444-2902
Fax: (206) 444-2910

W. Virginia Beef Industry Council

40 Chancery St
Buckhannon, WV 26201
Office: (304) 472-4020
Fax: (304) 472-4021

Wisconsin Beef Council

632 Grand Canyon Dr
Madison, WI 53719
Office: 608-833-9940
Fax: (608) 833-4725

Wyoming Beef Council

PO Box 1243
Cheyenne, WY 82003
Office: (307) 777-7396
Fax: (307) 632-3338



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