



Call for Entries: 2012 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

2012 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 address: _____
 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.

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

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

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

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

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

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

Do you feature beef specials? _____

What are your patrons saying about beef in general?

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. _____

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.)

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

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.

South Carolina Deadline: September 17, 2012



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 foodservice 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.

- or -
Roy Copelan
SC Beef Council
803/734-9806

