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## Best New Beef Product Winners Named

Convenience reigned supreme as the Best New Beef Products Awards 2000 were named at the National Cattlemen's Beef Association (NCBA) Summer Conference. With prizes totaling U.S.\$250,000, winners of the checkoff-funded awards program produced great-tasting branded beef products with an emphasis on convenience.

Earning the title of grand champion and best new retail beef product, RMH Foods Inc. took home a U.S.\$100,000 prize package. The company's Quick-N-Easy Top Sirloin Steaks in Bourbon Sauce are aged for tenderness and fully cooked. They come in two packs and can be heated in the microwave in only eight minutes. They are currently being distributed in retail fresh meat cases throughout the Northeast and Midwest.

Also taking a U.S.\$100,000 prize package, King's Command Foods' Fully Cooked Old Fashioned Style Beef Patties took the best new foodservice beef product award. The naturally shaped patties are lightly seasoned and flame broiled with char marks. They are currently available to foodservice venues in the Northwest and much of the Midwest.

Eaves Foods Inc. earned the award for best new beef product marketed by a small company with its CAB Bubba Burger. The frozen 100 percent beef burger is made of fresh ground Certified Angus Beef whole muscle chucks, and are distributed at the retail level in the frozen meat case and at foodservice venues in the Southeast. A U.S.\$25,000 prize package went to Eaves with the award.

Another U.S.\$25,000 prize went to Harris Ranch Beef Co., which won the most innovative, commercially promising new beef product award. Harris' Fully-Cooked Western Style Beef Stew contains lean beef brisket cubed and combined with garden vegetables in a hearty beef stock. The stew contains more than 50 percent beef, and is usually sold in the fresh meat cases of most retail markets west of the Rocky Mountains.

The program was judged by an independent award selection committee on criteria including taste, how well the product addressed consumers' changing needs and/or foodservice operators' productivity needs, innovative character or packaging, and distribution. Each product had to pass a strict food safety audit before the final decision was made in each category.