

Top Winners Score Serious Cash in Beef Products Awards

2000 Contest

by Ann Bagel on 8/4/00 for www.meatingplace.com

With the announcement of the winners of the Best New Beef Products Awards 2000 at the Cattle Industry Summer Conference in Denver, it is clear that the beef industry continues to emphasize new, convenient, branded beef products.

And that the R&D invested in at least some of those products can pay off handsomely.

"The winners of this awards program -- and the nearly 100 entries in total -- clearly demonstrate that beef is working to meet the needs of today's busy consumers," said Carl Blackwell, executive director, new product development for the National Cattlemen's Beef Association in a news release. "Many of these new, branded beef products can be heated and served in just minutes -- providing consumers with a convenient meal solution, the great taste of beef and a bundle of essential nutrients in every bite."

The Cattlemen's Beef Board and NCBA sponsored the contest, which awarded six-figures prized to the winners.

Here is a list of NCBA's new beef product champions:

- Grand Champion: RMH Foods Inc.'s Quick-N-Easy Top Sirloin Steaks in Bourbon Sauce. Prize: \$100,000.
- Best New Foodservice Beef Product: King's Command Foods (Fully Cooked) Old Fashioned Style Beef Patties. Prize: \$100,000.
- Best new Beef Product Marketing by a Small Company: Eaves Foods Inc.'s Certified Angus Beef BUBBA Burger. Prize: \$25,000.
- Most Innovative, Commercially Promising New Beef Product: Harris Ranch Beef Company's Fully-Cooked Western Style Beef Stew. Prize: \$25,000.

"We're thrilled with [this] announcement and how far the industry has come in recognizing and rewarding the meticulous effort it takes to successfully launch convenient, quality beef products that fit today's lifestyle," said Jonathan Rocke, president of Morton, Ill.-based RMH Foods, the Grand Champion prize winner.

An independent Award Selection Committee judged the awards program. Products were judged on criteria including taste; how well the product addressed consumer needs and foodservice operators' productivity concerns; innovative character; and packaging and distribution.

Photo caption: The winners of the Best New Beef Products Awards 2000, which were announced at NCBA's Cattle Industry Summer Conference in Denver.