



Minnesota's Beef Producers are now
accepting entries for the
Minnesota Beef Backer Award.

This prestigious award program, established in 1987, honors independent and chain foodservice operations who go the extra mile in menuing and marketing beef—from creative beef menu items, to promotion, waitstaff training and more. If that's you, America's beef producers want to give you some well deserved recognition.

Here's what you can win:

- *Award plaque to proudly display at your restaurant*
- *Industry recognition and prestige*
- *Publicity in national and local media*
- *Gala awards dinner in Denver, CO*



Funded by America's Beef Producers.™



Here's how to enter...

Who May Enter

Independent restaurants, national and Regional chains.

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 win the **Beef Backer Award**.



Additionally, a third honoree who has Demonstrated excellence in menuing and promoting new beef cuts, including the Petite Tender, Flat Iron and Ranch Cut, will be chosen from all entries to receive the **New Beef Cut "Innovator" Special Award**.

National Beef Backer Award winners will be invited (expenses-paid) to the Cattle Industry Annual Conference (February 2006). **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 level – all generated by a special public relations campaign.

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

Cuts – Use of new beef cuts (e.g., Flat Iron, Petite Tender, Ranch Cut steak)

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

Award Selection Process

In order to be considered for the **National Foodservice Beef Backer Award**, entries should be submitted to the Minnesota Beef Council, by September 15, 2005. State winners will advance to a regional contest, whose winners will compete for the National Award.

Awards Presentation

MINNESOTA: The Minnesota winner will be presented with the **State Beef Backer Award** at a state awards ceremony. Publicity and award plans will be coordinated by the Minnesota Beef Council.

NATIONAL: **National Beef Backer Award** winners will be selected by a special judging committee of foodservice industry professionals and announced in February 2006. There will be one winner in each of the following two categories:

- National or Regional Chain Operator
- Independent Operator

Entry Procedure

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

- Fully Complete the **2005 Beef Backer Award Entry Form** on the next page
- Provide either a copy of 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
- Submit your entry directly to the Minnesota Beef Council
- **Entries must be submitted by September 15, 2005**

For more information, please contact:

Minnesota Beef Council
2950 Metro Drive, Suite 102
Minneapolis, MN 55425
Phone: 952-854-6980 Fax: 952-854-6906
michelle@mnbeef.org
www.mnbeef.org
www.BeefFoodService.com

The 2005 Beef Backer Award Entry Form

Award Category (choose one): National or Regional Chain Restaurant Independent Restaurant

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: _____ Per person check average: _____

Annual Sales: _____ What percentage of your sales 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.

Have you recently created new menu items with beef?

Y / N If yes, please

describe. _____

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

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

Do you feature beef specials? Y / N

What are your patrons saying about beef in general?

What cuts do you purchase most frequently?

Have you ever received materials from *the Beef Checkoff program* (recipes, information)? Y / N

Have you ever visited www.BeefFoodService.com? Y / N

What is the most frequently purchased beef menu item by your customers?

Please describe why your restaurant should be singled-out as a leader in beef menuing and promotion. (May attach additional pages)

Do you menu the New Beef Cuts? (check all that apply)

- Flat Iron Steak (IMPS/NAMP 1114D)
 Petite Tender (IMPS/NAMP 1114F)
 Ranch Cut (IMPS/NAMP 1114E)
 Other _____

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.)?

Entry Checklist:

- Completed 2005 Beef Backer Award Entry Form
- Menu (may be copy instead of original)
- Any relevant photos, tapes, videos or materials that document your efforts

ALL ENTRIES MUST BE SUBMITTED BY

September 15, 2005

Minnesota Beef Council

2950 Metro Drive, Suite 102

Minneapolis, MN 55425

Michelle@mnbeef.org

Phone: 952-854-6980 FAX: 952-854-6906



The Minnesota Beef Council is pleased to announce that entries are being accepted for the *Minnesota Beef Backer Award Program*. The Minnesota Beef Backer Award Program has honored 7 restaurants that exhibit leadership in beef menuing and merchandising.

MINNESOTA BEEF BACKER WINNERS 1992-1999

1998 – 1999

Michael's Restaurant

1997 – 1998

Kozlak's Royal Oak Restaurant

1996 – 1997

TimberLodge Steakhouse

1995 – 1996

Hubbell House Restaurant

1994 – 1995

Murray's Restaurant

1993 – 1994

Caspers' Cherokee Sirloin Room

1992 – 1993

Mai Village