



IOWA BEEF INDUSTRY COUNCIL

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News Release For Immediate Release

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Hot “Beef” Sundae Debuts at the Iowa State Fair

Cattlemen’s Beef Quarters adds a new twist to an old favorite

Ames, Iowa (August 4, 2006) - Only at the Iowa State Fair – a Hot BEEF Sundae. It is comfort food at its finest – a bowl generously filled with hand-mashed buttery potatoes surrounded by slow-roasted fork-tender roast beef topped with savory beef gravy, sprinkled with Cheddar cheese and finished with a ripe red cherry tomato. It is sure to satisfy the heartiest of appetites.

“We are always looking for new ways to promote beef,” states John Mortimer, manager of the Cattlemen’s Beef Quarters. “This is our twist on an old favorite. Everyone loves hot beef sandwiches and we’ve made it portable.”

The Cattlemen’s Beef Quarters has added Hot Beef Sundaes to their menu for the 2006 Iowa State Fair and join an exclusively all beef menu that boasts Prime Rib dinners, roast beef sandwiches, ribeye steak sandwiches, taco salads, taco potatoes and hamburgers.

The Cattlemen’s Beef Quarters, an advocate for Iowa beef products, features products from three Iowa companies. Fully cooked beef taco meat for its Taco Salads, Taco Potatoes and Walking Tacos is manufactured in Nevada, IA by Burke Corporation.

Breakfast at the Cattlemen’s Beef Quarters continues to be a success. The beef sausage on the breakfast menu is produced by Iowa Supreme Meats located in Burt, IA. No Mess Chili Dogs were introduced on the menu in 2005 and are processed by Holstein Food Locker Service of Holstein, Iowa, owned and operated by John and Shelly Tiefenthaler.

Cattlemen’s Beef Quarters is operated by Beef Promotions of Iowa, Inc., an organization of sixty-eight county cattlemen’s associations and is managed by John Mortimer of Dallas Center. Over 1,200 beef industry volunteers served more than 70,500 people during the 2005 Iowa State Fair.

Producer-directed and consumer-focused, the Iowa Beef Industry Council is funded by the \$1-per-head beef checkoff. Checkoff dollars are invested in beef promotion, consumer information, research, industry information and foreign market development, all with the purpose of strengthening beef demand. For more information, visit www.iabeef.org.