

AMERICAN MASTERS OF TASTE

The National Organization Dedicated to the Pursuit of Taste Excellence

U.S.A. TASTE CHAMPIONSHIP

– La Cense Beef –

– AWARD OF EXCELLENCE IN NATIONAL JUDGING –

Northern California, December 12, 2011 – *La Cense Beef* was selected as the winning product line in the “*Natural, Domestic Angus Beef*” category for retail and foodservice. Their “Bone-In New York Strip Steak,” “Prime Rib,” “Steakburger Patty,” “Porterhouse Steak,” “Bone-In Ribeye (Cowboy) Steak” and “New York Strip Steak” were all judged Superior. These judgments were conducted “triple blind” in Northern California by a panel of *Chef Masters of Taste*.

“We applaud the continued commitment to high quality from the staff of *La Cense Beef* and for the consistently good flavor in their product line,” commented our Master Chefs.

The protocols of “triple blind” judging include the following ground rules to ensure accurate and fair judging results. Evaluators do not know:

1. Who the manufacturer is
2. What the product variety or appellation is
3. What the other evaluators’ scores and comments are

The judging was a part of the on-going *U.S.A. Taste Championships* founded in 1986 with the establishment of the *Chefs In America Awards Foundation*, whose professional Board Members gather weekly to conduct taste tests on a myriad of foodservice and retail grocery products.

La Cense Beef was declared a *U.S.A. Taste Champion*.

For further information, contact the California headquarters of the *American Masters of Taste*™ (707) 557-8700.

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