



FOR IMMEDIATE RELEASE

BRANDT BEEF SPONSORS CHEF GAVIN KAYSEN'S BID FOR THE BOCUSE D' OR WORLD CUISINE CONTEST

Leading San Diego-based Chef selected to represent U.S. in prestigious international competition

BRAWLEY, Calif. – August 1, 2006 – Brandt Beef – The True Natural, a family owned, premium natural [beef](#) producer, announced its sponsorship of Chef [Gavin Kaysen](#), as he prepares to compete in the prestigious [Bocuse d' Or](#) World Cuisine Contest held in Lyon, France, on January 23 – 24, 2007 as part of the International Hotel Catering and Food Trade Exhibition.

Kaysen is Chef de Cuisine of the [El Bizcocho](#) restaurant, at the Rancho Bernardo Inn, San Diego, Calif., was selected to represent the United States on May 20, 2006 after a grueling five hour competition which took place during the 2006 National Restaurant Association, Hotel-Motel Show in Chicago.

“Sponsoring Gavin for the Bocuse d’ Or is not about selling product,” said Eric W. Brandt, Vice President and Managing Partner, Brandt Beef. “It’s about the relationship chefs have with their suppliers and the collective passion we have for creating an incredible dining experience. We wish Gavin all the best as he prepares for this incredible opportunity.”

“It is a privilege and honor to be selected to compete in the Bocuse d’ Or,” said Gavin Kaysen. “I am fortunate to have the generous support from my valued friends and partners including Brandt Beef, which will enable me to properly prepare for this challenge.”

The Bocuse d’ Or World Cuisine Contest, held every two years, showcases the extraordinary techniques, magnificent creations and culinary achievements of the world’s leading chefs. The Bocuse d’ Or is avidly followed through Europe and is gaining awareness in the U.S. The United States has been represented at the competition since its inception in 1987.

The January 2007 competition will feature 24 of the world’s top chefs competing in front of a live audience. They will have five hours to prepare a dish of Bresse Chicken, and also a dish of Norwegian White Halibut (also known as the Norwegian Fjords Holy Fish) accompanied by Royal Norwegian Crab. More information on the Bocuse d’ Or can be found at www.bocusedor.com.

Recently named the Critic's Choice for "Best of the Best" by *San Diego Magazine*, and voted the “City's Highest-Rated Restaurant” by Zagat Survey, El Bizcocho offers an elegant San Diego dining experience that should be part of every visit to Rancho Bernardo Inn. More information on El Bizcocho can be found at www.ranchobernardoinn.com/bizcocho/.

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About Brandt Beef

Brandt Beef – The True Natural, is a family owned premium natural beef producer for the up-scale restaurant and retail markets. The Brandt family is passionate about producing the

most consistent, highest quality, 100 percent source verified natural beef in the market. Through cattle selection, natural feeding practices and humane treatment of animals, Brandt Beef produces a product that is unparalleled in taste, tenderness and consistency. Recently, Brandt Beef received the Master Chefs' Institute Seal of Excellence for its achievement in obtaining the Master Chef's Institute standard of quality. More information is available at www.brandtbeef.com.

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