

JOINT NEW PRODUCT AND CULINARY INITIATIVES COMMITTEE
2010 Winter Convention, San Antonio, TX, January 29, 2010

Jennifer Houston, Chair
Neil Kayser, Vice Chair

Chairwoman Jennifer Houston led the committee meeting which include program updates from the Beef Innovations Group, New Products and Culinary Services. The committee had a guest speaker from Gordon Food Service, Chef Gerry Ludwig. Chef Gerry presented his viewpoint of beef on the menu and how it is featured across the USA and he shared one of his favorite beef recipes with the committee members.

The New Products team also presented and sampled the new char-grill steak bites from Schwan's. The checkoff funded this fantastic new product idea and assisted Schwan's product development efforts on the new item.