

**Brand or Trade Name Reference Approval Form  
For Qualified State Beef Councils**

*Brand or trade name references must be approved in advance by both CBB and AMS.*



**Corporate name and address of company involved:**

AB Foods  
1555 Shoreline Dr # 320, Boise, ID 83702

**Brief description of project(s) and the objectives of the work:**

The Washington State Beef Commission and AB Foods plan to partner in sampling approximately 3,000 beef bites at the 2017 Brewer's Festival at Marymoor Park event in Redmond, WA on June 16-18, 2017.

The WSBC plans to feature AB Foods beef brisket in a smoked brisket sandwich mini meal at our Beef Brisket Biscuit & Brew tent at the family-centric Beer Commission event over Father's Day weekend.

**Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production:**

Double R Ranch (AB Foods), beef brisket.

**Anticipated dates of the promotional effort:**

June 16-18, 2017

**Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized:**

The WSBC's total executional budget for this event is \$10,000, which includes the event sponsorship cost of \$2,000 as well as hiring a caterer and all the smaller elements such as printing signage, table clothes, etc.

**Approximate amount of funding to be provided by participating partner(s):**

AB Foods provides 1,200 pounds of USDA Choice Beef Brisket for this event at no cost. The value for this product as well as all the shipping and handling costs that AB Foods incurs is about \$4,600. They also send some of their staff to help serve up the brisket samples at the event but that cost comes from their staff travel budget.

**Describe or furnish a visual example of the anticipated presentation of the Beef Checkoff logo.**

All visuals on site at the event (banners, booth space signage and recipe card handouts) and in pre-promotion (website and e-blasts) of the event will include the Washington State Beef Commission Checkoff logo. Table-level signage will announce the donation of beef from AB Foods.

**Name of person completing this form:**

Jackie Madill

**Date form completed:**

6/12/17

CBB received date:

CBB approved (date and initials):

USDA approved: