



NEWS RELEASE



FOR IMMEDIATE RELEASE

Date: December 20, 2011

Maid-Rite Awarded the 2011 Iowa Beef Backer Award

The Maid-Rite restaurant chain, that has been serving its customers their popular Maid-Rite fresh ground beef sandwiches since 1926, was chosen to receive the 2011 Iowa Beef Backer Award that was awarded at the annual meeting of the Iowa Cattlemen's Association held in Des Moines, Iowa.

This prestigious annual honor that is given to food service establishments that go the extra mile in their commitment to serving quality beef, food safety and in promoting beef in their restaurants, was awarded last week to Maid-Rite by the Iowa Beef Industry Council.



"Maid-Rite has an eighty-five year commitment to serving beef to customers across Iowa," said Dan Cook, Chairman of the Iowa Beef Industry Council and a cattleman from New Providence, Iowa. "Their dedication to customer service, food safety and menu quality is to be commended. They are a loyal partner to the beef industry and are deserving of the Iowa Beef Backer Award."

"Customer loyalty to our signature menu item, the popular Maid-Rite sandwich, which is a fresh ground beef loose meat sandwich that is made at the time of the customer's order, has made our restaurant chain a Midwestern institution. Our business was founded in 1926 on great tasting beef, and beef continues to be its cornerstone. We are proud to say our restaurants only serve 100% fresh Midwestern ground beef," said Bradley L. Burt, President & CEO of Maid-Rite.

"We at Maid-Rite, know the importance for serving only quality fresh ground beef grown right here in the Midwest, the Heartland of America, and so do our customers and so do our franchisees," emphasized Tania Burt, Executive Vice President of Maid-Rite.

Maid-Rite doesn't allow or buy any foreign beef from Australia or Argentina to be served in their Maid-Rite restaurants, because they feel foreign grown beef doesn't have the quality or the taste they specify in their franchisee owned restaurants that they know their customers deserve.

"We don't add any filler or soy to our specified fresh ground beef 75/25 lean fat ratio proprietary blend that some of the other restaurant chains do; we never cut corners with our ingredients that would jeopardize the great tasting flavor of our one and only Maid-Rite sandwiches that our loyal customers love to eat," CEO Burt stated with pride.

As the Iowa Beef Backer winner, Maid-Rite will compete for the National Beef Backer title which will be announced in Nashville, Tennessee during the Cattle Industry Annual Convention in February.



Award Ceremony Photograph

(Left to Right): Dan Cook, Chairman of the Iowa Beef Industry Council; Tania and Bradley Burt of Maid-Rite; Scott McGregor, Chairman of the Beef Checkoff's Foodservice Committee.

Maid-Rite has 70 franchise restaurants operating throughout Iowa and in 12 states across the Midwest with additional franchise restaurants opening in new states, such as Arkansas, Colorado, Florida, North Carolina, Texas and Utah.

More information can be found by visiting Maid-Rite's website at www.maid-rite.com.

###

For additional information contact:

Michelle Baumhover
Iowa Beef Industry Council
2055 Ironwood Court
PO Box 451
Ames, IA 50010-0451
515-296-2305
Fax: 515-296-4873
michelle@iabeef.org

Bradley L. Burt
President & CEO
bburt@maid-rite.com
Maid-Rite Corporation
2951 86th Street
Des Moines, IA 50322
515-276-5448
Website: www.maid-rite.com