

El Gaucho Hospitality

- 5 Restaurants, a boutique hotel and an offsite events company
- \$30 million in revenues
- 350 employees
- 1997 El Gaucho in Seattle launched with dry aged Certified Angus Beef
- Charcoal driven cooking
- 2001 CAB Annual Conference started the relationship that ended up as CAB Prime
- 2012 moved our beef program to Niman Ranch CAB
- Added Imperial Wagyu Dry Aged Strip Loin
 - First USDA Certified Wagyu Brand

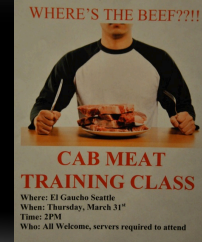


High End Steakhouses and Quality Beef

- Quality movement for beef went hand in hand with steakhouses needing quality and consistency
- 20+ years ago, only really one USDA branded beef program
- Now there are over 120

It Begins and Ends with Training and Education

- New hires spend 3 weeks training
- Start with one or two tables after that
- COW School is mandatory
 - Taught by our chef
 - All Servers attend
 - All welcome to join
 - Ends with tasting!



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Annual Conferences & Round Ups



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Ranch & Farm Tours



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Cattle in the Vines



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Where We Think We Are Going

- Branded Beef programs
- CAB to CAB Prime to Niman Ranch
- Tip of the Spear
- Brand building by key restaurants
- Other suppliers already do this
- Direct connection to ranchers and feedlots
 - Server training and connection to ranches
 - Guest knowing where it comes from
 - Ranches growing cattle for us under branded program



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Where We Think The Industry is Going

- Regional High End Steakhouses are key to the past and future for premium beef industry
- Massive consolidation of distribution channel is showing cracks
- Retail vs. food service channel
 - Pricing differential
 - Priority allocation
- Opportunities created by specialty distributors that are bringing back aging rooms and in-house cutting expertise
 - Sales reps of specialty are suited for serving our needs
 - Example of Southern Wine and Spirits vs. local/regional distributors
 - Key to product launch and introduction
 - Staff training
 - High level of service

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What Producers Can Do

- What's your story?
- How can restaurants connect with you?
- Where does your cattle go and end up?
- What distribution channel is going to target the right customers for your beef?
- Video, online presence as a couple of easy items to do
- Look to the wine industry to see how they have taken an agricultural product and added place and time to make it unique
- Is there a role for sourcing transparency?
- Our guests are asking about other types of beef as well including grass fed

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I look forward to our dinner
discussions

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