

Taiwan Partner Builds Beef School featuring National Beef®

How Yu-Ho Foods in Taiwan is bringing our partnership to life in physical, innovative ways.

“Your success is our success.”

For 20+ years, this simple statement has been a direct and measurable result of the partnership between our National Beef International Division and Yu-Ho Foods, a distributor of our chilled beef in Taiwan.

When they grow, we grow right alongside them.

The statement is so meaningful to the Yu-Ho team in fact, that they quite literally are branding our partnership into the foundation of their business... and their buildings.

But before we tell you that story, let’s get to know Yu-Ho and our partnership history a bit.

First, our partnership with Yu-Ho began in the late 1990’s with very little volume. This family- owned Taiwanese company was started by the current owners’ grandfather in the 1950’s, and is now about to see the third generation take the reins.

Described as having a laid-back-but-serious style, this new generation has big plans.

Throughout the years, the partnership between National Beef and Yu-Ho has consistently and considerably grown. Currently, 99% of their orders are for fresh, chilled beef. And National Beef is their only United States supplier. Yu-Ho owns the largest retail market share (over 80%) of chilled beef in Taiwan, providing product to the top and largest grocery retailers, restaurants and hotels.

With the explosion of Taiwanese retailer and customer demand for high quality beef, our volume has increased to eight loads per week, approximately 300,000 pounds, for Yu-Ho customers.

As the opening quote describes, their success is our success. As volume has grown steadily throughout the years, our business with Yu-Ho



Monte Lowe address those attending the Grand Opening of the Yu-Ho Beef School in September, 2019.



Monte and Mr. Chun Lin Hung, Chairman and Executive Director of Yu-Ho Foods.



(left to right) Renae and Monte Lowe, Mr. Chun Lin Hung, Chairman and Executive Director of Yu-Ho, Peter Michalski; Winson Chan, National Beef Director of Far East; Mr. Andrew Hung, Yu-Ho Beef School General Manager; and Mr. Chun Cheng Hung, Vice Chairman and Executive Director of Yu-Ho.

saw a 47% increase from 2017 to 2018, the largest increase in the partnership’s history.

Now that you have the context, and just how special and successful this partnership has been, it’s time for the story.

“About two years ago, they came to us with this idea...” said Peter Michalski, President, National Beef International. “They always had us in mind as their partner for this project.”

The project?

Well, the official name is the Yu-Ho Beef School.

Though some have called it a Meat Amusement Park, or the Beef Museum.

In Kaohsiung, Taiwan’s third-largest and leading port city, Yu-Ho operates a processing and distribution facility.

They purchased some additional land near the factory, and originally had a plan to open a restaurant for the surrounding areas to enjoy.

But as plans evolved and changed, all of a sudden, the vision was bigger than they anticipated.

“Not only did they want the restaurant, but decided they needed to determine what other components would serve the community,” Michalski added.

After nearly a year of asking questions, researching ideas, and talking to the team at National Beef, they decided to act and began construction on a three-floor concept.

The first floor would house the aforementioned high-end restaurant.

Also on the ground level would be a store, where visitors and shoppers could come in, look at the beef, taste some samples, pick

out your favorite cuts, and then the Yu-Ho team would cook the meat on the spot if the customer desired.

But the second and third floors...the options were endless.

And after much debate and planning, the Yu-Ho Beef School was born.

Part museum, part science lesson, part Celebrity Chef, part hot spot destination, the Beef School has become a bit of a, well...a bit of a thing.

Visitors have the opportunity to learn about United States beef, therefore learning about National Beef. What makes it taste better? What makes it more consistent?

Then they have the opportunity to take a couple different cooking classes. There is a rapid course that takes up to two hours, and one that's a little more in depth that lasts up to three hours.

Each class begins with a high-end chef starting with a chuck roll and teaching the Beef School students how to take the chuck roll apart and cut it into steaks.

Then the students get to learn how to best prepare them, cut them, and ultimately, cook them.



Exhibit of U.S. cowboys at the Beef Museum in Taiwan

And finally, visitors get to walk headfirst into our partnership. Specifically, into an area of the building they've turned into a Beef Museum.

In this area, through props, signage and other décor, we tell the National Beef story. From the cowboys and ranchers, to the feed lots, to the ocean containers we ship our chilled beef in to Taiwan, this museum brings the partnership to life.

"When we planned for this program and establishing the Yu-Ho Beef School, National Beef was the only choice. Not only because of our good partnership, but also National Beef shares the same core value with us: provide premium beef to the market. This is our commitment to our customers," said Andrew Hung from Yu-Ho Foods.

"15 years ago, we were among the first to promote chilled U.S. beef in the Taiwan market. Now, we have proven our decision is right. We have to set ourselves apart from the competition, so when customers see our brand, they have confidence and that will, in turn, raise the NBP brand awareness to the Taiwan market. At the Beef School, we try to educate our young chefs and consumers to know beef, and to know National Beef. We will let our customers know "Choose best beef? Choose NBP!"

7,523 miles from our headquarters, but it feels like home.

"The Beef School opened on September 23rd, and we were with the Yu-Ho team to celebrate such an important milestone for their business and our partnership," said Michalski. "And like they always do, they treated us like family, and made us feel very comfortable and welcomed. The energy in that building was unlike anything I've witnessed in my career, they treated us like royalty, and we were blown away by the transformation of their building."

And our team wasn't the only one.

Social media buzz in Taiwan was immediate, and the influx of visitors to the Beef School was surprising, even to the most optimistic of projections.

"The Beef School is an attraction, a true hands-on beef experience in an up-and-coming area," Edyta Stykowska, Manager of International Research and Special Projects added. "The Mayor's Office attended and other city officials. It was something special to be part of."

As the Beef School continues to attract tourists, consumers, foodies, chefs and customers, it's evident they're attracting something else as well.

The continued appreciation and affection from their partners at National Beef.

"Their investment in the Beef School, and specifically the integration of our partnership, shows their commitment to our business going forward," Michalski concluded.

And like we told our friends at Yu-Ho at the beginning,

"Your success is our success."

We're so grateful for their continued success and our partnership.



Yu-Ho Beef School Grand Opening Gala



(left to right), Mr Che Tai Hung, Executive Director; Mr. Chun Lin Hung, Chairman and Executive Director of Yu-Ho, Renae and Monte Lowe; Peter Mihalski; and Mr. Chun Cheng Hung, Vice Chairman and Executive Director of Yu-Ho