

# Where's the Beef? You Decide!

In a world of emerging meat substitutes, consumers are bombarded with advertising and marketing claims that can be confusing to them. Join Chef Robert Hale from the Texas Beef Council for a blind tasting of several burgers and experience the different flavors and textures of the products currently in the marketplace.



**Robert Hale**

Channel Marketing Manager  
Texas Beef Council

Robert C Hale is the Channel Marketing Manager specializing in Foodservice with the Texas Beef Council. He has spent most of his life in the restaurant business and calls the back of the house home. He now works to strengthen the demand for Beef in Texas with many different restaurant groups, independent chefs, high school/post-secondary culinary students and educators along with chef and restaurant associations across the state of Texas. For the past 10 years he has been the Emcee and “Voice of the Texas ProStart High School Culinary Competitions.” Robert is due complete the American Culinary Federation Culinary Certification in September of this year.

Robert is a graduate of the State University of New York at Cortland with a degree in Marketing. Formally the Director of Marketing with the Texas Restaurant Association. Currently a Board Member of the Texas Chefs Association Austin Chapter, An advisory Board Member of the Le Cordon Bleu Culinary School in Austin and St Phillips College in San Antonio. Previously a Board Member of the Texas Restaurant Association Education Foundation and the San Antonio Restaurant Association.

In 2015 Robert was inducted into the Batavia High School Athletic Hall of Fame for his quarterback play in Football and a forward in Ice Hockey. He was also a quarterback on the Marshall University Football team 92-94 winning a Division 1AA National Championship. Later in his collegiate career lead The State University of Cortland to the Division III Playoffs in 1996 and 97. Robert lives in the Austin area with his wife Dawn and two daughters Ainsley 15 and Ezri 8.