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## Sizzling Beef Promotions Announced for 2010

**Denver, Colo. (January 26, 2010)** –An exciting lineup of beef promotions has been announced for 2010 to build upon the success of last year's beef sales at retail. The Marketing Team of the National Cattlemen's Beef Association (NCBA), which contracts to manage retail programs for the beef checkoff, is working with traditional partners as well as creating new ideas and partnerships for this year's promotional calendar. The promotions will help retailers capitalize on opportunities to sell more beef, while providing savings to customers shopping the meat case.

"Our 2009 beef promotions were very successful and allowed consumers to continue enjoying beef at home as they were tightening their food budgets," said Shelley Bradway, Marketing Manager for NCBA. "We have another great promotional calendar in place this year to encourage customers to choose beef at the meat case for all of their dining occasions."

Coupons are an anchor of this year's promotional efforts. It is anticipated that nearly 300 million vendor and more than 100 million beef specific money saving coupons will be distributed through the various promotions in 2010. Highlights of this year's promotions are below. The full calendar is available on [www.BeefRetail.org](http://www.BeefRetail.org).

Jan – Sept: Kraft® A.1.® Steak Sauce In-Store Promotion

Mar: Heinz's Classico® and New York Brand® Texas Toast Beef Bolognaise Recipe Promotion

May – July 4: Anheuser-Busch®'s Bud Family Hispanic Promotion

May - Sept: Alberto-Culver's Mrs. Dash® Healthy Beef Salad promotion

Sept: Sutter Home® Tailgating Promotion

Other promotional partners for 2010 include Hormel, The McIlhenny Company's Tabasco®, Hefty, T. Marzetti® Co., Success® Rice, Wholly Guacamole and Salsa, Snyder's of Hanover® Tortilla Chips, and MegaMex Foods.

*The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.*

*Consumer-focused and producer-directed, the National Cattlemen's Beef Association and its state beef council partners are the marketing organization for the largest segment of the food and fiber industry.*

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