

MEAT & DELI RETAILER[®]

ADDING VALUE TO THE MEAT AND DELI CASE

Going Green

Publix Super Markets Inc. pushes further into the natural sector with its GreenWise Market chain



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A bonanza of beef promotions

Beef Checkoff initiatives for 2009 include an array of partnerships.

By Randy Irion

The Beef Checkoff program has a powerful promotional calendar set for 2009.

Activities will include the distribution of more than 61 million savings coupons, up from 6 million in 2008.

It also features marketing partnerships that have proven successful, as well as new alliances that are designed to drive more customers to the meat case.

The 2009 campaign started in January with a beer and burger program with long-time partners Kraft® A.1.® and Anheuser-Busch® that will run throughout the summer grilling months.

Elements include coupons that enable consumers to save \$1 off the cost of beef with the purchase of A.1. Steak Sauce. More than 5 million coupons will appear on A.1. displays along with 250,000 Instant Redeemable Coupons (IRC) on beef packages. Recipes to help customers prepare a variety of beef dishes at home also will be distributed.

New partners for 2009 include Snyder's® of Hanover Tortilla Chips for a Cinco de Mayo promotion. In-store displays will feature an IRC for \$2 off the cost of beef with the purchase of tortilla chips.



In addition, an alliance with Hormel™ brands CHI CHI's™ and Herdez® that will run from April 20 to July 12 includes coupon tear pads and IRCs for \$2 off the cost of beef with the purchase of salsa.

A program with another Hormel™ brand, House of Tsang®, will occur in September and feature in-store displays containing bottles of House of Tsang oils, sauces and marinades, and neck hangers with IRCs. Fifty thousand coupons with recipes also will be distributed.

In addition, there is a Healthy Beef Salad promotion with Alberto-Culver's Mrs. Dash® and California Cheese® that will spotlight salads that are easy to prepare. Approximately 50 million coupons will be distributed



in Sunday newspaper inserts on May 17.

The Beef Checkoff, meanwhile, is again working with Sutter Home® from May to August to highlight the Build a Better Burger® contest to find America's best beef burger recipe. Features include displays in more than 10,000 stores and a \$50,000 cash prize.

A tailgating promotion in September with Sutter Home® will include \$1 off the cost of beef coupons with the purchase of Sutter Home wine.

A full promotional calendar is available at www.BeefRetail.org.

Randy Irion is the director of channel marketing for the National Cattlemen's Beef Association, which contracts to manage retail programs for the Beef Checkoff.