

BEEF FAST FACTS

BEEF INFORMATION FOR MEAT RETAILERS AND THEIR CUSTOMERS



...And visions of beef roasts danced in their heads

Maybe the little ones aren't dreaming about beef roasts this holiday season, but their parents will when you implement the merchandising ideas below. Get into the holiday spirit, and inspire your customers to think about beef for the holidays.

DECK THE CASE

Decorate your meat case to show your holiday spirit. Get creative!

- Hang garland, tinsel or beads
- Decorate a small tree
- Hang stockings, stuffed with beef accompaniments
- Place colorful ornaments throughout the meat case
- Suspend snowflakes from the ceiling

DEMONSTRATE THE PERFECT ROAST

Customers will follow their noses straight to the meat department when you prepare a beef roast in-store. It's as easy as using a slow cooker and adding some spices! The aroma will even get Scrooge in a holiday state-of-mind. In addition to delicious meat, be sure to dish out roasting tips and recipe cards.

Demonstrate proper carving technique and offer free knife-sharpening with the purchase of any beef roast.

CREATE CONVENIENCE

Stock items near your meat case that customers will need for their holiday dinners, including:

- Wine
- Side dishes
- Ready-made gravies/sauces
- Disposable shallow roasting pans

CREATE A HOLIDAY ENTERTAINING CHECKLIST

Keep your customers organized as they plan their family's holiday meal. Include a pre-printed list of must-have items and must-do tasks, for example:

Holiday Meal List

- Beef Roast** Suggest your most popular holiday roasts
- Side Items** Suggest traditional holiday sides, such as:
 - Scalloped potatoes
 - Cranberry salad
 - Italian style green beans
 - Bread
 - Gravy
- Wine** Work with your in-store wine specialist to create 'recommended' wine pairings and cross-merchandise with the liquor department.
- Dessert** Cross-merchandise pies or other desserts with your bakery department.
- Cooking Tools** Remind customers to pick up disposable shallow roasting pans, seasonings and an oven proof meat thermometer.
- Family, Friends and Fun!**



STAY HEALTHY OVER THE HOLIDAYS

The holiday season coincides with cold and flu season, which runs from October to April. Beef is an excellent source of zinc, which helps fight colds and maintain the immune system.

HOLIDAY STOCKING

Because customers buy more roasts during the holiday season than any other time of the year, be sure to have additional packages of each roast SKU in the ready.

Top 5 Oven Roasts

1. Beef Bottom Round Roast Boneless (32.3M lbs)
2. Beef Ribeye Roast Lip On Bone In (21.0M lbs)
3. Beef Round Tip Roast Boneless (11.0M lbs)
4. Beef Eye Round Roast Boneless (10.8M lbs)
5. Beef Top Round Roast Boneless (9.6M lbs)

Source: FreshLook Marketing, Beef Cuts by pounds sold 4th Quarter 2009 ending 12/27/09.

Top 5 Pot Roasts

1. Beef Chuck Under Blade Pot Roast Boneless (44.8M lbs)
2. Beef Shoulder Pot Roast Boneless (12.2M lbs)
3. Beef Chuck Blade Roast Bone In (11.1M lbs)
4. Beef Chuck Eye Roast Boneless (4.8M lbs)
5. Beef Chuck 7-Bone Pot Roast Bone In (4.6M lbs)

Source: FreshLook Marketing, Beef Cuts by pounds sold 4th Quarter 2009 ending 12/27/09.




FROM OPEN FIRE TO MODERN KITCHEN

People have prepared roasts for centuries. While today's holiday roasts are most often prepared in ovens, our 18th century ancestors roasted the whole carcass over an open fire on a spit, often sharing the delicious beef with the poor.


SOURCE:
WWW.BLACKCOUNTRYBUGLE.CO.UK

TRADITION WITH A TWIST

Your customers are diverse and entertain in a variety of ways. To accommodate customers hosting smaller gatherings, or customers with less time to prepare a big meal, suggest recipes using smaller beef cuts with shorter prep time. Feature cuts from the Beef Alternative Merchandising (BAM) program. This program features middle meat cuts that are available in smaller portion sizes for more intimate gatherings and smaller appetites.

 www.beefretail.org/beefalternativemerchandising.aspx

Offer customers recipes like the Pesto-Rubbed Ribeye Roast, which uses a BAM cut.

 www.beefretail.org/CmDocs/BeefRetail/recipes/Pesto-RubbedRibeyeRoastrecipe.doc

HEALTHY BEEF CHOICES

Since holiday celebrations are synonymous with overeating, inform your customers that 29 cuts of beef are lean and can help them count calories. Your customers can still celebrate the holidays without compromising taste.

The USDA designates beef as “lean” when it contains less than 10 grams of total fat, 95 mg of cholesterol and 4.5 grams or less of saturated fat. Nine of the 29 lean beef cuts are roasts, making them great solutions for holiday dinners. By selecting one of the lean roasts below, your customers can enjoy a delicious holiday meal while still watching their waistslines:

Lean Roast Choices

- Tenderloin Roast
- Top Round Roast
- Chuck Shoulder Pot Roast
- Sirloin Tip Center Roast
- Eye Round Roast
- Bottom Round Roast
- Tri-Tip Roast
- Round Tip Roast



www.BeefRetail.org

ASK THE EXPERTS

Q: How long does it take to thaw a frozen roast?

A: Depending on size, frozen roasts take about 24-36 hours to thaw in the refrigerator. Put your frozen roast in the refrigerator at least one day before you plan to prepare it. Never defrost beef at room temperature.



Q: When preparing holiday meals, it can be difficult to have everything prepared on time with only one oven. Are there any alternative cooking methods for roasts?

A: Grilling is a great option for many roasts. Consult the Beef for Grilling section of Beef Training Camp for specific information about grilling roasts.

Q: I've heard that I'm supposed to let my roast “stand” after it comes out of the oven. Is that true? Why?

A: Yes. You should let your roast stand for 15 to 20 minutes after removing from the oven. During that time, the temperature of the meat will continue to rise to the desired serving temperature.

ADDITIONAL RESOURCES

- Get tips on merchandising roasts, cross merchandising and top cuts to stock during the holidays.
 www.beefretail.org/merchandisingroasts.aspx
- For ideas and real stories of past promotions, take a look at retailer spotlights.
 www.beefretail.org/retailerspotlights.aspx

QUIZ

The first 10 people to submit a correct answer to the following trivia question will win a Beef It's What's For Dinner oven mitt!

Fill in the blank:

Beef is an excellent source of _____, which helps fight colds and maintain the immune system during the holiday season.

Submit your answer at:

www.beefretail.org/Holidays10BFFprize.aspx



NEED DATE

