



BEEF INFORMATION FOR MEAT RETAILERS AND THEIR CUSTOMERS

It's getting hot in here!

It's that time of year, when the days are long and the temperature is well...hot! Your customers have dusted off their grills and are putting their tongues to use. Why is grilling such a seasonal ritual?

- **It's easy!** Customers like to grill their food during the summer because there is less clean up. There are no pots, no baking dishes and no roasting pans. Customers will only need to wash their tongs, and they'll be good to go!
- **It's cooler!** With the temperature in some locations consistently in the 90's or even breaking 100°F, your customers like the idea of cooking outside and not creating more heat inside their homes.
- **It can be healthier!** Often when meat is grilled, excess fat drains off during cooking, leaving delicious flavor. Customers get all the great taste of a wonderfully grilled steak without any excess calories from fat, all while packing a protein punch to leave them fuller, longer.
- **It's versatile!** Your customers could grill their beef every night of the week, and they would never get bored. From burgers to kabobs, steaks to roasts, beef creates a delicious meal every time it meets a hot grill.

WIN BIG WITH SUMMER PARTNERSHIPS

This summer, surprise your customers with tasty meal ideas, accompaniments and contests to keep their summer grilling spicy! Tie into these partnerships to further promote middle meat cuts, especially steaks this summer. For the 13-week period ending 4/26/09, beef middle meat steak (from the loin, sirloin and rib) pound sales increased 7.5 percent versus year ago.

The beef checkoff has partnered with Anheuser-Busch® and A.1.®, Hormel Food's CHI CHI'S®, Herdez® and House of Tsang Brands, and other

companies to offer great promotions that are sure to get your customers fired up! The promotions started in May and will run all summer with emphasis on key holidays.

For dates and more information about these promotions, visit the Promotional Calendar.

www.beefretail.org/markPromotionalCalendar.aspx) at BeefRetail.org



To really keep your customers cooking, suggest a recipe like Brew Burgers, available on BeefRetail.org, which uses beer in the recipe. Or suggest a certain beer to complement any beef dish they are planning to make for dinner. Budweiser Select is great for lighter meals, while a Michelob lager complements a juicy burger. Dieters will rejoice when you suggest a Bud Light® with their lean and meaty kabobs. Whether you prefer the sweet flavor of Roasted Garlic to the stronger taste of Bold and Spicy, don't forget to recommend your favorite flavor of A.1. too!

Sutter Home® Build a Better Burger® Promotion

Also this summer, the beef checkoff is again teaming up with Sutter Home® on their Build a Better Burger® promotion! Now through July 29, your customers can enter their original burger recipes for a chance to win \$50,000. Ground beef sales are sure to soar when you tell your customers about this popular contest. Encourage creativity by suggesting unique cheeses, spices like chili powder or cumin and distinctive bakery breads and rolls for your customers to try in their ground beef culinary creations.

Checkoff Dollars at Work

Remember we have a number of radio and print advertisements centered on key grilling holidays. We're standing behind your merchandising efforts!



Seventy-seven percent of US households own a barbecue grill and ninety-five percent of grill owners have used theirs in the past year!

SOURCE: HEARTH, PATIO, AND BARBEQUE ASSOCIATION, 2007

HOW DO YOU LIKE YOUR STEAK?

While flavor options for beef are limited only by your customers' imaginations, they'll get maximum enjoyment from beef cooked to these recommended temperatures.

Beef Cut	Recommended Doneness and Temperature
Steaks, Roasts and Beef for Kabobs	Medium Rare = 145°F Medium = 160°F
Ground Beef	Medium = 160°F

HEY! TAKE IT OUTSIDE!



Some of your customers may need extra help when deciding which beef cuts are best on the grill and how to maximize their flavors. Talk with your manager about setting up a grilling demonstration outside to prepare excellent grilling cuts. Take this opportunity to capitalize on middle meats by featuring cuts from the rib, loin and sirloin. The mouth-watering aromas will surely lure customers in, so use the opportunity to educate them on other terrific beef cuts for the grill while their taste buds are celebrating. Use delicious Easy Fresh Cooking recipes to promote middle meats.

www.beefretail.org/markMiddleMeatSteaks.aspx

INCREASE SALES WITH CROSS MERCHANDISING

In addition to summer partnerships with companies like A.1. and Anheuser-Busch, don't forget to work with other departments in your own store to cross merchandise. For the summer grilling season, place displays near the meat case with all the grilling necessities. Include items like mustard, ketchup, mayonnaise, relish, pickles, buns, paper products, charcoal, lawn chairs and coolers. When your customers rush in a few days before a cookout, they'll find everything they need conveniently in one location.

OTHER GRILL OPTIONS

Remember, customers are always on the lookout for convenience, and the grill's popularity is due in part to the convenience it brings to the table. Remind your customers that grilled fruits and vegetables make perfect sides for grilled beef. A whole meal can be grilled from start to finish, with no pots or pans to clean up! Yum! Life is sweeter on the grill!



www.BeefRetail.org

ASK THE EXPERTS

Q: Can I use a fork to turn my steaks?

A: No! Using a fork pierces the meat and allows juices to run out, which can cause your steak to be less tender. Instead, use tongs or a spatula to keep your steaks juicy and full of flavor.

Q: I love kabobs, but sometimes my meat is undercooked or my vegetables are ruined. What am I doing wrong?

A: It's important to consider the density and size of your vegetables for kabobs. Very dense vegetables like potatoes and onion take longer to cook, while very soft items like tomatoes or mango cook faster than beef. Fortunately, vegetables and fruits like bell peppers, mushrooms, zucchini, pineapple or eggplant cook for about the same time. Be sure they are cut into chunks about the size of the beef. Grill very dense or very soft vegetables or fruit on separate skewers so you can control the cooking time.

ADDITIONAL RESOURCES

Middle Meat Mania – Learn merchandising ideas for middle meats.

www.beefretail.org/markMiddleMeatMania.aspx

Anheuser-Busch® & A.1.® Summer Promotion – more information on the summer's hottest grilling promotion.

www.beefretail.org/uDocs/2009abkraftpromotion.pdf

Sutter Home® Build A Better Burger® Recipe Contest – Encourage your customers to build the best burger and win \$50,000!

www.beefretail.org/markBuildABetterBurger4366.aspx

Summer Grilling Recipes – recipes for all the cuts that are great on the grill!

www.BeefRetail.org/markMiddleMeatSteaks.aspx

Grill Talk Customer Handout – The handout includes timings for gas grills!

www.beefretail.org/uDocs/GrillTalk.pdf

Beef Training Camp, "Beef for Grilling" – Great information on grilling times, temperatures, trends, marinades and more!

www.beefretail.org/uDocs/NCBABTC2S6_7.pdf

QUIZ

The first 10 people to submit a correct answer to the following trivia question will win a barbecue mitt!

Q: What percentage of US households own a barbecue grill?

Submit your answer at:

www.beefretail.org/BeefGrillingogBFFPrize.aspx

The top beef holidays are (in the following order): Memorial Day, Independence Day, Mother's Day, Father's Day, The Big Game, Cinco de Mayo and Labor Day.

Source: FreshLook Marketing (2008)

