

The solution is simple

Speak the consumers' language by changing your label to include:

Consumer-friendly name

Cut characteristics

Added line tells consumers best preparation method or other helpful info



**Mike's
Market**
Chicago, IL 60642

Porterhouse Steak

Beef, Loin, Bone In

Grill for best results





Sell By: Feb 12, 2012

Net Wt/Ct	Unit Price	Total Price
0.72 lb	\$8.37/lb	\$6.03

PRODUCT OF US

SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS:

 KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.	 COOK THOROUGHLY.
 KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.	 KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.