

Cargill, Ore-Ida's comfort food collaboration

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by Meat&Poultry staff

WICHITA, KAN. – A new promotional partnership known as “Back to Basics,” combines Cargill Meat Solutions’ ground beef with Ore-Ida potato products, as the companies appeal to the growing demand for comfort food among consumers.

Running from Feb. 15 to April 5, the promotion will be featured at more than 1,800 retail grocery stores throughout the country. This collaboration is part of Cargill’s ongoing effort to cater to consumers’ desire for ground beef while providing cost-effective, time-saving meal solutions.

This promotion includes recipe pads displayed at the ground-beef case, featuring four meat-and-potatoes meals: Shepherd’s Pie, Beefy Mushroom Stew, Cheesy Sloppy Joes and Cowboy Meatloaf & Potato Casserole.

“We’re extremely pleased to get ‘Back to Basics’ by pairing our ground beef with Ore-Ida potatoes, a fun and trusted brand,” said Elizabeth Gutschenritter, Cargill brand manager. “Sales of both ground beef and frozen potatoes are up, so this collaboration makes sense in that it highlights affordable, easy-to-prepare recipes incorporating both popular products.”

Approximately 70% of the population consumes ground beef an average of 2.3 times every two weeks, according to the National Cattlemen’s Beef Association. As a result, the fresh-meat case and, specifically, ground beef, make a powerful partner for complementary products, Cargill points out.

“We actively work with our partners to design a customized promotion for them that helps to raise awareness, drive trial and increase volume for their brand as well as our own products,” Ms. Gutschenritter said. “Cargill’s promotional partnership opportunities help place brands such as Ore-Ida potatoes in one of the most coveted, high-traffic retail grocery positions available, the fresh-meat case.”