

Cargill promotion aims to provide relief at the meat case

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Foodmarket News

Cargill has teamed with grocery retailers in the hopes of meeting consumer needs and demands for value by focusing on budget-friendly, ground beef family meal solutions in a promotion with the theme “Feed the Whole Family for \$10.”

‘This program helps retailers address the economic pressures their customers are facing by providing cost-effective meal solutions as well as all of the recipes and preparation tips they need,’ said Elizabeth Gutschenritter, Cargill brand manager. “With current economic conditions as they are, for consumers, it’s all about value and how they can get more bang for their buck.”

The “Feed the Whole Family for \$10 campaign is being promoted at nearly 1,100 retail grocery locations nationwide through April 13. Central to the promotion is an instant-win game which will give consumers the opportunity to win “Free Ground Beef for a Year,” and 14 winners will receive coupons redeemable for 150 pounds of free ground beef.

‘Our goal in collaborating with retailers on this promotion is to ensure that consumers have a positive experience with the product by arming them with easy-to-prepare, great-tasting recipes that may provide a new experience with ground beef and spur repeat purchase,’ Gutschenritter said.