

Cargill promotion focuses on budget-friendly ground beef meals

By Ann Bagel Storck on 3/3/2009

Cargill is partnering with grocery retailers on a promotion focused on ground beef meal solutions centered around the theme “Feed the Whole Family for \$10.”

The program, which is being delivered at nearly 1,100 retail grocery locations nationwide through April 13, includes point-of-purchase signage, on-pack stickers, four full-color recipe cards and a Web site — groundbeefvalues.com — with more \$10 recipes and resources.

The promotion also features an instant-win game that gives consumers a chance to win “free ground beef for a year.” Fourteen winners will receive coupons redeemable for about 150 pounds of free ground beef.

“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. “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.”