

# BRANDWEEK

## **Cargill 'Feeds the Whole Family for \$10'**

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-By Progressive Grocer Staff

To provide relief at the meat case during these challenging economic times, Cargill is teaming with grocery retailers to meet consumer need and demand for value with a new promotional program focused on budget-friendly, ground beef family meal solutions.

Vigorously supported with POP signage, on-pack stickers, full-color recipe cards and a Web site ([www.groundbeefvalues.com](http://www.groundbeefvalues.com)), among other elements, the campaign centers on providing consumers with resources that help them "Feed the Whole Family for \$10." In-store and online recipes provide useful tools for consumers, while an instant-win game offers the chance to win free ground beef for a year.

"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 research shows that 30 percent of consumers are purchasing more ground beef than a year ago. 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."

Also central to the promotion is an instant-win game that gives consumers the chance to win "Free Ground Beef for a Year." On-pack stickers include a unique, customer-specific game code for entry online. There will be 14 winners, each of whom will receive coupons redeemable for about 150 pounds of free ground beef.

The "Feed the Whole Family for \$10" promotion runs through April 13 and is rolling out at nearly 1,100 retail grocery locations across the country.

"With current economic conditions as they are, for consumers, it's all about value and how they can get more bang for their buck," Gutschenritter said. "Cargill will continue to innovate and work closely with our retail partners to help meet these consumer needs."