



Cargill Meat Solutions spotlights the value of ground beef

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Cargill Meat Solutions, Wichita Kan., is launching a promotion that is intended to spotlight “budget-friendly” ground beef-based meals.

The initiative, entitled “Feed the Whole Family for \$10,” includes the distribution of point-of-sale signage, on-pack stickers and four-color cards that feature a hearty ground beef recipe, such as Baked Spaghetti, Texas Stew, Shepherd’s Pie and Bierocks.

A Web site (www.groundbeefvalues.com) contains additional \$10 recipes and resources.

The program, which is running through April 13 at nearly 1,100 U.S. grocery locations, also has a contest that gives consumers the chance to win ground beef.

On-pack stickers include a unique, customer-specific game code for entry online. Fourteen winners will each receive coupons redeemable for about 150 pounds of grinds.