



Ground beef meals promoted

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WICHITA, Kan. — Cargill has announced the launch of “Feed the Whole Family for \$10,” a turnkey ground beef promotion for retailers, featuring point-of-sale signage; recipe cards for meals such as baked spaghetti, Texas stew and shepherd’s pie; a dedicated consumer website, www.groundbeefvalues.com; and an instant-win game offering shoppers the chance to win free ground beef for a year. Citing recent research that indicates 71% of shoppers are cooking at home more and eating out less, company officials said the goal of the promotion is to spur repeat purchases of ground beef by arming shoppers with inexpensive, easy-to-prepare recipes. Currently, 1,100 retail grocery locations in the U.S. are offering the promotion, which will continue through April 13. “With current economic conditions as they are, for consumers, it’s all about value and more bang for their buck,” said brand manager Elizabeth Gutschenritter.