



Cargill and Kraft team for a ground beef/A.1. Steak Sauce promotion

June 29, 2009

Cargill Meat Solutions Corp., Wichita, Kan., is teaming with Northfield, Ill.-based Kraft Foods Inc. in a joint promotion for ground beef and A.1. Steak Sauce.

Coupons offering \$1 off the price of A.1. with the purchase of grinds will be affixed to ground beef packages.

The promotion will include the display of recipe cards at meat cases that contain data on four burger selections that feature A.1. Steak Sauce: Texas-Style Burger, Hearty American Cheeseburger, Bold 'n' Saucy Cheeseburger and All A.1. Burger. The recipes also are available online at A1steakhouse.com.

Additional retail support includes point-of-purchase materials, such as large and mini T-stand posters and A.1 product displays for meat departments.

The promotion will run from July 6 to Aug. 23 in more than 1,900 retail grocery stores across the U.S., including SuperTarget outlets.