

Cargill, Kraft partner for summer beef promotion

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With consumers continuing to seek great-tasting, yet affordable meal solutions, Cargill has partnered this summer with Kraft Foods in a promotional pairing of Cargill's ground beef products with Kraft Foods' A.1. Steak Sauce. The collaboration gives retailers a bold, powerful one-two product punch supported by meal inspiration and menu education for consumers on how A.1. can make any burger even more flavorful.

The Cargill ground beef and Kraft Foods' A.1. Steak Sauce promotion runs from July 6 to Aug. 23, 2009, and is being offered at more than 1,900 retail grocery locations – including SuperTarget stores – across the country.

“Cargill welcomes and fosters complementary product partnerships, and we think they bring many benefits for everyone involved, from the product manufacturers, to our grocery partners and consumers,” said Elizabeth Gutschenritter, Cargill brand manager. “Pairing our ground beef with a well-respected brand such as Kraft Foods' A.1. Steak Sauce adds credibility with consumers and hopefully enlightens those who have used A.1. on steak but perhaps not with ground beef. We're always interested in exploring collaborations that enhance our products and help take them to different consumer audiences.”

“Kraft Foods is excited to partner with Cargill to let consumers know that A.1. Steak Sauce tastes great beyond its traditional use on steak and adds one-of-a-kind flavor to ground beef as well,” said Christie Crouch, brand manager, Kraft Foods. “The promotion is a win-win for both Kraft Foods and Cargill, and the supporting resources give retailers useful tools for enhancing the value proposition for shoppers.”

A coupon on ground beef packages will offer \$1 off A.1. Steak Sauce with purchase of the ground beef. The promotion will include four recipe cards with burger creations, each including A.1. Steak Sauce, displayed at the ground beef case: Texas-Style Burger, Hearty American Cheeseburger, Bold 'n' Saucy Cheeseburger, and All A.1. Burger.

The joint Cargill-Kraft Foods promotion also offers a variety of support for retailers including point-of-purchase materials that create awareness and encourage shopper interaction. These in-store materials include large and mini T-stand posters, 90-degree signs, the four recipe cards and on-pack coupons mentioned previously, as well as A.1. product displays to be located in the meat department.