

Cargill, Kraft pair ground beef with A.1. Steak Sauce

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Cargill and Kraft Foods have joined forces for a promotion pairing Cargill's ground beef products with Kraft's A.1. Steak Sauce. Running from July 6 to Aug. 23, 2009, the promotion will roll out to over 1,900 retail grocery locations across the United States.

"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," noted 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."

Complementary promotions make particular sense for ground beef, according to Wichita, Kan.-based Cargill, which cited NCBA statistics that almost 70 percent of the population eats ground beef an average of 2.3 times every two weeks.

"Cargill's promotional partnership opportunities help place brands such as A.1. Steak Sauce in one of the most coveted, high-traffic retail grocery positions available, the fresh meat case," added Gutschenritter. "We actively work with our partners to design a customized promotion for them that helps raise awareness, drive trial and increase volume for their brand as well as our own products."

"Kraft Foods is [letting] consumers know that A.1. Steak Sauce tastes great beyond its traditional use on and adds one-of-a-kind flavor to ground beef as well," said Christie Crouch, brand manager at Northfield, Ill.-based 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."

The promotion will offer a coupon on ground beef packages for \$1 off A.1. Steak Sauce with purchase of the ground beef, and four recipe cards, each including A.1. Steak Sauce, at the ground beef case. The recipes -- Texas-Style Burger, Hearty American Cheeseburger, Bold 'n' Saucy Cheeseburger and All A.1. Burger -- will also be available online at www.A1steakhouse.com.

Support for retailers will include point-of-purchase materials that create awareness and encourage shopper interaction. Among the in-store materials will be large and mini T-stand posters, 90-degree signs, and the aforementioned four recipe cards and on-pack coupons mentioned, in addition to A.1. product displays for the meat department.