

## **Cargill to partner with Kraft on summer promotion**

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Wichita-based Cargill Meat Solutions is partnering with Kraft Foods Inc. on a cross promotion this summer that will feature its ground beef products and Kraft's A.1 Steak Sauce.

The promotion, which runs from July 6 through Aug. 23 and is being offered in more than 1,900 retail grocery locations nationwide, will give consumers \$1 off the steak sauce with the purchase of Cargill meat products.

"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, in a written statement.

"We're always interested in exploring collaborations that enhance our products and help take them to different consumer audiences."

The promotion also includes four different burger recipes, each including A.1. Steak Sauce.