

MEAT&POULTRY

Cargill, Kraft announce cross-promotional campaign

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by Bryan Salvage

WICHITA, KAN. — Cargill is partnering with Kraft Foods in a promotional pairing of Cargill's ground beef products with Kraft Foods' A.1. Steak Sauce.

The promotion is being offered at more than 1,900 retail grocery outlets, including SuperTarget stores, throughout the U.S. The joint promotion also offers retailers in-store materials including recipe cards, coupons and cross-promotional signage.

Approximately 70% of the population consumes ground beef an average of 2.3 times every two weeks, according to the National Cattlemen's Beef Association.

“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,” said Elizabeth Gutschenritter, Cargill brand manager. “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.”