

Cargill Meat Solutions partners with Kraft for summertime campaign

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This summer Cargill Meat Solutions is partnering with Kraft Foods in a ground beef promotion which includes A.1. Steak Sauce savings and burger recipes as a means for consumers to obtain 'great-tasting, yet affordable meal solutions.' The campaign will run from July 6 through August 23 and is being offered in more than 1900 retail grocery locations nationwide.

"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."

According to the National Cattlemen's Beef Association, nearly 70 percent of the population consumes ground beef on an average of 2.3 times every two weeks. Cargill points out that the fresh meat case and, specifically, ground beef, is a powerful partner for complementary products.

"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," Gutschenritter added. "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."

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

Cargill says 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."