

## **Cargill Meat Solutions introduces value cuts**

(FoodBusinessNews.net, July 10, 2008)

by FoodBusinessNews.net Staff

WICHITA, KAS. — Cargill Meat Solutions has introduced a line of value-priced beef cuts designed to be affordable to consumers as grocery prices are on the rise.

The new line includes products such as Cabrosa Streak, Cordelico Sirloin, Delombre Petite Tender, Maranada Steak, Marbello Steak, Rigosa Roast, Savran Steak or Roast, and Solenta Sirloin.

“Cargill sees this value cuts program as a long-term one that can be leveraged in each of the six traditional beef selling seasons,” said Elizabeth Desbien, Cargill brand manager. “And by promoting a less expensive option, retailers can provide options for the value-conscious beef consumer. Retailers will still offer the better-known, middle meat cuts, and there will always be consumers who will purchase those. But these newly positioned, mid-priced products allow retailers to provide another option to their customers who love beef but who may be more price-sensitive.”

As the products are initially rolled out, more than 2,000 grocery stores are offering a combination of the branded value cuts in meat cases.

“Cargill is trying to overcome any consumer reticence to buying and trying unfamiliar beef cuts,” Ms. Desbien said. “We think this program does that. It allows more consumers to continue to make beef the obvious center-of-the-plate choice.”