

Cargill Meat Solutions rebrands value-priced beef cuts

By Ann Bagel Storck on 7/10/2008

Cargill Meat Solutions has introduced a line of newly branded, value-priced beef cuts that aims to give consumers an affordable way to enjoy beef while offering higher margin opportunities for retailers.

The cuts of beef have been repositioned with fanciful names derived from the Romance languages as well as the qualities of the individual cuts, such as the Marbello steak, which gets its name from the amount of marbling that it contains. The new, trademarked brand names, along with their traditional cut names, are:

- * Cabrosa Steak (ball tip)
- * Cordelico Sirloin (flap meat)
- * Delombre Petite Tender (teres major)
- * Maranada Steak (flank steak)
- * Marbello Steak (inside skirt)
- * Rigosa Roast (eye of round)
- * Savran Steak or Roast (top round)
- * Solenta Sirloin (tri-tip)

“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,” said Elizabeth Desbien, Cargill brand manager.

A positioning and merchandising campaign called “Beef Up Your Menu” supports the products with regular promotions based on key retail selling seasons, including summer grilling. Cargill is supplying participating retailers with a variety of marketing and point-of-purchase merchandising materials to help draw consumer attention and trial and build sales. The focus of consumer communications efforts is centered at the meat case, with colorful on-pack branding as well as menu cards, which provide a recipe for the beef cut and complementary side items, complete with a shopping list the consumer can use while in the store.