

## **Cargill launches new branded beef value cuts**

Cabrosa...Cordelico...Delombre...Marbello...New colorful trademarked names, mid-range prices, and helpful menu cards are meant to entice consumers to try unfamiliar beef products.

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With research suggesting that up to 30 percent of consumers may be reluctantly cutting back on beef usage due to economic pressures, Cargill Meat Solutions has introduced a line of newly branded, value-priced beef cuts, providing consumers an affordable way to continue enjoying beef, while offering higher margin opportunities for retailers.

The lesser-known cuts of beef have been repositioned, with their standard, unappetizing cut names replaced with fanciful names derived from “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 company said.

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)

Cargill Meat Solutions is believed to be the first beef producer to brand these particular cuts.

“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. “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.”