

IN BUSINESS: FORMER SPAGHETTI WORKS BUILDING FOR SALE, 6B

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Now you know.

Cargill gives beef cuts new names

BY PHYLLIS JACOBS GRIEKSPoor
The Wichita Eagle

Cargill Meat Solutions is launching a new line of branded, value-priced beef products designed to lure back consumers who may be reducing beef purchases because of price concerns.

Elizabeth Desbien, Cargill brand manager, said the program was launched in May in 26 states. Kansas was not included in the initial launch.

She said plans are to expand the campaign to more market areas with the next phase of the program, which will target back-to-school sales.

"We hope that Kansas will be among the states participating in that phase," Desbien said. Cargill Meat Solutions is based in Wichita.

The branding program gives more appetizing names to traditional beef products than their historic cut names.

The new brands are:

- Cabrosa Steak, a new name for ball tip
- Cordelico Sirloin, a new name for flap meat
- Delombre Petite Tender, a new name for teres major
- Maranada Steak, a new name for flank steak
- Marbello Steak, for inside skirt meat
- Rigosa Roast instead of eye of round
- Savran Steak or Savran Roast instead of top round
- Solenta Sirloin instead of tri-tip

The lesser-known cuts have not been aggressively marketed in the past, Desbien said, and many consumers shy from buying them because they are unfamiliar with them.

Cargill is supporting the new products with a merchandising campaign called "Beef Up Your Menu." Participating retailers get a turnkey

program with a variety of marketing and point-of-purchase merchandising materials to help draw consumer attention to build sales.

The campaign includes on-pack branding and menu cards, which provide a recipe for each cut, suggestions for side dishes, and a shopping list so consumers can pick up what they need for a complete meal.

Associated advertising in Wichita designed the promotion as a whole for Cargill, Desbien said. However, the logo for one brand, Cordelico Sirloin, was designed last year by Wichita ad agency Sullivan Higdon Sink.

Cargill uses both Associated and SHS for branding and advertising services.

Cargill Meat Solutions is one of the largest meat suppliers in the country, with beef, pork and turkey products.

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