

Cargill launches ground beef retail promotion to feed consumer cravings

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This week Cargill kicked off its summer 2010 retail ground beef promotion which focuses on consumers' "urge" for burgers - not ordinary burgers, but gourmet burgers, complete with unique toppings. The campaign is being featured at more than 1,500 retail grocery locations throughout the U.S. and runs July 5 to August 20.

Cargill states the "What's Your Burger Urge?" promotion was designed to help grocery retailers engage with consumers on factors that resonate with them, including variety and flavor in their meal options and, especially with ground beef, the cost-effectiveness of the product.

"Our goal for this promotion is to collaborate with retailers and ensure consumers have a positive and flavorful experience with burgers by supplying them with easy-to-prepare, great-tasting recipes that will provide a new experience with ground beef and encourage repeat purchases," said Elizabeth Gutschenritter, Cargill brand manager.

Research from Technomic shows themed burgers rank as an important trend in the marketplace, and Cargill's ground beef promotion will provide plenty. A Web site, MyBurgerUrge.com, continues Cargill's innovative efforts to provide value-focused ground beef resources for consumers. Upon visiting, consumers may tap into unique and sumptuous regional flavors which are highlighted in four mouthwatering burger recipes: Hawaiian, Rajin' Cajun, Tex Mex and the New Yorker. The recipes incorporate a variety of unique burger toppings including teriyaki sauce, pineapple, Creole mustard, grated carrots and Buffalo wing sauce to create regional flavors.

The "What's Your Burger Urge?" promotion Web site also serves as the entry point for a consumer prize giveaway that further drives consumer interest. The prize giveaway allows consumers to enter to win an expenses-paid trip for two people to one of the four burger-themed destinations that mirror the burger recipes: Maui, New Orleans, Austin, Texas and New York City.

Consumers may also instantly win a Burger Urge T-shirt or receive a ground beef coupon. Additionally, the "What's Your Burger Urge?" promotion from Cargill offers a variety of support for retailers including point-of-purchase materials for the ground beef case including large posters, 90-degree signs and on-pack stickers highlighting the promotion and containing an instant-win code to enter on the Web site for the prize giveaway.