

Cargill touts regional burger tastes in summer promotion

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Cargill's summer 2010 retail ground beef promotion has kicked off and runs through the heart of the summer burger grilling season, July 5 to August 20. The promotion taps into consumers' bigger-than-ever "urge" for burgers and their growing craving for gourmet burgers with unique toppings, the company says. The "What's Your Burger Urge?" promotion is featured at more than 1,500 retail grocery locations across the country.

More than any other selection factor, consumers choose a burger to satisfy a "craving," through burger customization, with themed burgers ranking as an important trend in the marketplace according to consumer research from Technomic Information Services. Cargill's ground beef promotion provides burger creativity and inspiration by tapping into unique and sumptuous regional flavors from across the United States.

Regional tastes and ingredients are highlighted in four burger recipes: Hawaiian, Rajin' Cajun, Tex Mex and 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.

"This program helps 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," said Elizabeth Gutschenritter, Cargill brand manager. "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."

Recipe pads located at the fresh ground beef case feature the four regional gourmet burger recipes. A website, MyBurgerUrge.com, provides additional recipes and 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.

The "What's Your Burger Urge?" promotion from Cargill also 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 website for the prize giveaay.