

## **Cargill launches ground beef promotion**

By Rita Jane Gabbett on 7/9/2010

Cargill announced it is launching a summer ground beef promotion at more than 1,500 retail grocery locations across the country.

The promotion, which runs through Aug. 20, includes recipes that incorporate a variety of unique burger toppings including teriyaki sauce, pineapple, Creole mustard, grated carrots and Buffalo wing sauce to create four regional flavors: Hawaiian, Rajin' Cajun, Tex Mex and New Yorker.

“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 Cargill Brand Manager Elizabeth Gutschenritter, in a news release.

The “What’s Your Burger Urge?” promotion includes a website that provides additional recipes and serves as the entry point for a consumer prize giveaway. Consumers can enter to win an expenses-paid trip for two people to one of the four destinations that mirror the burger recipes: Maui, New Orleans, Austin, Texas, and New York City.

The promotion also offers a variety of support for retailers comprised of 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 giveaway.