

| THE NUMBERS |

NAME game



Cabrosa red wine steak

What's in a name? Apparently quite a lot. At least, that's what Cargill Meat Solutions is banking on as it renames eight value-priced beef cuts as part of a campaign to appeal to cost-conscious shoppers and help them

prepare meals that include them.

"These cuts had names that weren't particularly appealing to consumers," says Cargill Meat Solutions Brand Manager Elizabeth Desbien, referring to such cuts as ball tip, flap meat, flank steak, top round, eye of round, tri tip, teres major and skirt steak.

They now sport sexier names such as Cabrosa Steak (round tip), Cordelico Sirloin (flap meat) and Maranada Steak (flank steak), derived from Romance languages.

It's all part of a branding and awareness campaign called "Beef up Your Menu" that includes branded labeling, menu cards, high-quality photos and even shopping lists to help consumers build a meal around these cuts.

It's the first time Cargill has embarked on such a broad campaign to partner with its retail

customers to promote beef sales against other proteins. "The dollar needs to get stretched further," Desbien says. "We think this fills the gap to help cost-conscious consumers keep eating beef."

Meanwhile, the competition isn't standing still. The Pork Checkoff partnered with Tyson Foods Inc. and Wal-Mart this summer to test labels on fresh boneless and bone-in pork chops that also include beauty shots and recipes.

EDITOR'S NOTE: Meatingplace and Plate magazines are co-hosting a one-day Value Cuts Summit on Sept. 16 that will focus on lower-priced proteins and their menu applications. To register, go to Meatingplace.com and click on the "Value Cut\$ Summit" icon.