



# Retail Beef Blast

Funded by The Beef Checkoff

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## Retailer Spotlight

**Sendik's Wins Beef Backer® Award**

## Quick Links

**Pound Sales for Beef Exceed Total Meat Category**

**Offer Savings with the Slice 'n Save Program this Summer**

**Give Customers an Alternative! Check out Beef Alternative Merchandising (BAM)**

## Contact Us

**Marketing Team**  
**State Beef Councils**

## Protein Labeling Study Gives Consumer Insight on Packaging

As consumer habits evolve, The Beef Checkoff Program continues to work with Yerecic Label and the National Pork Board to learn more about consumers' needs when purchasing fresh meat and poultry. The latest research findings have been released in the Protein Labeling Study II. Take a look at our summary of key focus group findings.



## 2009 Protein Labeling Study revealed...

## Send Sales Soaring this Fourth of July

Fourth of July is a top beef holiday and creates a great opportunity for you to capitalize on beef sales. After all, your customers already know there's no better way to celebrate than hosting a festive cookout with delicious food! It's up to you to remind them that nothing's more delicious on July 4th than burgers and steaks hot off the grill. Learn how you can increase traffic and heat up your meat department sales this holiday while your customers are heating up the grill.

## Increase traffic leading up to the 4th...

## Additional Resources



[Top 10 Grilling Cuts \(Q3 '09\)](#)  
[Customer Handout: July 4th](#)  
[Grilling with Lean Beef Brochure](#)  
(This brochure may be downloaded and printed in-house for distribution to customers. Professionally printed versions may also be ordered from NCBA Customer Service. For availability and pricing information, please call NCBA Customer Service

at (800) 368-3138.)



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