

An on-line outlet for beef merchandising

A Web site provides retailers with the latest industry data and marketing instruments. **By Randy Irion**

Responding to the supermarket retailer's desire for merchandising support from the beef industry, the beef checkoff is developing new promotions and programs and providing on-going assistance. A key vehicle is the Web site, www.beefretail.org which is updated weekly with new information and tools. Among the elements is a host of merchandising resources:

Advertising planners

The electronic planner includes all the tools necessary to easily create traffic-building beef feature ads, fliers and brochures. An extensive library of high-resolution beef and veal meal photography also is available for downloading. Other features include beef and veal recipes and logos, advertising templates and consumer tip sheets on most cooking methods.

Promotional tie-in opportunities

The Web site is updated regularly with tie-in opportunities to national promotions, such as holiday programs, free standing insert ads and coupons.

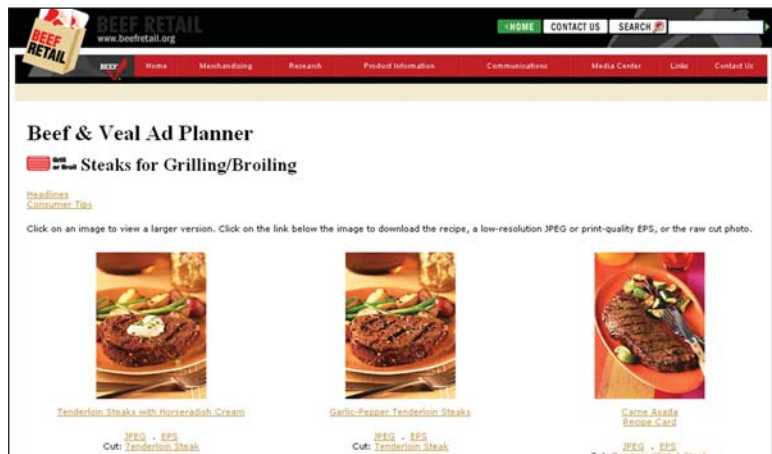
Seasonal merchandising tips

Ideas are available for influencing customer buying habits throughout the year. Suggested methods include the use of effective messaging and in-store demonstrations in conjunction with seasonal events that range from summer grilling to the

preparation of holiday roasts.

Research

Data includes statistics and trend information on beef sales, customer demographics, a seasonal listing of the top-10 cuts and a weekly wholesale price report. Posted monthly are reports on protein dollar and pound sales, as well as the average price per pound and ad featuring counts. Also included are



Month	2006	2005	2004	2003	2002
January	1.5879	1.5033	1.3878	1.2924	1.1168
February	1.5314	1.4747	1.3031	1.288	1.1952
March	1.4878	1.5531	1.4355	1.2626	1.2189
April	1.4564	1.603	1.5722	1.3332	1.1632
May	1.4957	1.5917	1.5918	1.4096	1.1623
June	1.5413	1.4244	1.5279	1.4189	1.1514
July	1.5015	1.3409	1.4196	1.3182	1.109
August	1.5064	1.3573	1.3803	1.3997	1.1076
September	1.4907	1.4143	1.3524	1.5693	1.124
October	1.4841	1.4782	1.3867	1.7471	1.1119
November	1.4663	1.5227	1.3713	1.6636	1.1555
December	1.4631	1.6021	1.4457	1.5543	1.2181
Yearly Avg	1.5016	1.4883	1.4315	1.438	1.1518

results of beef checkoff-funded research at retail and Choice/Select price spread figures.

Product information

Retailers can use the data and tools to educate their meat personnel on beef cuts for enhanced customer service. Subjects include Beef Value Cuts, Beef Training Camp, food safety and various culinary topics.

Communications

A monthly *Retail Beef Blast* e-newsletter provides retailers with data on the latest beef trends, merchandising tips and research results. Topics include nutrition, Beef Value Cuts, grilling, customer serv-

ice, ground beef and Hispanic merchandising. Past issues of *Retail Beef Blast* are archived on www.beefretail.org. Retailers also can sign up for the newsletter at the Web site.

A seasonal newsletter, *Beef Fast Facts*, is designed to educate store-level associates. Previous issues, which are archived on www.beefretail.org, have focused on nutrition, summer grilling, healthy eating, tailgating, family favorites and holiday entertaining. **MDR**

Randy Irion is director of retail marketing for the National Cattlemen's Beef Association, which contracts to manage retail programs for the beef checkoff.

MEAT & DELI Notes

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Hormel Foods Corp. updates its product brand mark

Hormel Foods Corp., Austin, Minn., has introduced a new brand mark to be implemented on all Hormel-branded products.

The unified packaging effort, which will be launched in February, is designed to alert consumers to the expansive Hormel product line in both refrigerated and grocery items while providing a contemporary look and feel for the brand, the company reports.

The new mark will have the Hormel name on a red ribbon-like seal and the words, "Since 1891," on the bottom of the mark. Hormel® Natural Choice® Deli Sandwich Meats will be the first product to feature the mark, which will be phased into the entire product line by some time in 2008, the company states.

Hormel also has launched its inaugural integrated advertising campaign which utilizes the same creative strategy and execution for four of its priority brands: Hormel® Natural Choice® Deli Sandwich Meats, Hormel® Fully Cooked Entrees, Hormel® Chili and new Hormel® Microwave



Trays. The campaign includes TV, print and on-line advertising and features the tagline, "Create something great.™" The Hormel target sector is women between 25 and 54 years of age, the company notes.

Sara Lee Corp. finalizes plans for its research and development campus

Sara Lee Corp., Downers Grove, Ill., has announced plans for The Kitchens of Sara Lee, a multimillion-dollar research and development facility that will be situated at the site of the company's corporate headquarters. The 150,000-square-foot campus will support innovation activities for the company's North American retail and foodservice businesses and will be completed in early 2009, the company reports.

Approximately 150 professionals at the site will be developing products for a variety of lines, including meat. The Kitchens of Sara Lee will include culinary facilities; product, packaging and equipment development and testing; sensory services; a pilot operations facility; analytical and micro labs; and product training facilities, the company notes. **MDR**