

MEAT & DELI RETAILER

ADDING VALUE TO THE MEAT AND DELI CASE

Expedient Eating

*Merchandisers answer the call
for convenience*

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Opportunity knocks

Opportunity Cuts offer additional revenue streams. *By Randy Irion*

Oppportunity Cuts can provide customers with new grilling ideas and flavorful eating experiences at economical prices, while generating incremental dollars for the meat department. The selections, which provide alternatives to steaks and burgers, include:

Top Round Steak

Typically known as “London Broil” because of the popularity of the cooking method, Top Round Steak is best when marinated in a tenderizing marinade for six to 24 hours; grilled, broiled or cooked in a skillet; and carved into thin slices. Merchandise Top Round Steaks with assorted bottles of marinades, such as A.1.[®] Steak Sauce and Marinades Original, or such new flavors as Bold & Spicy, Roasted Garlic and Smoky Mesquite. Offer new meal options to attract customers, including grilled steaks, beefed-up salads and beef

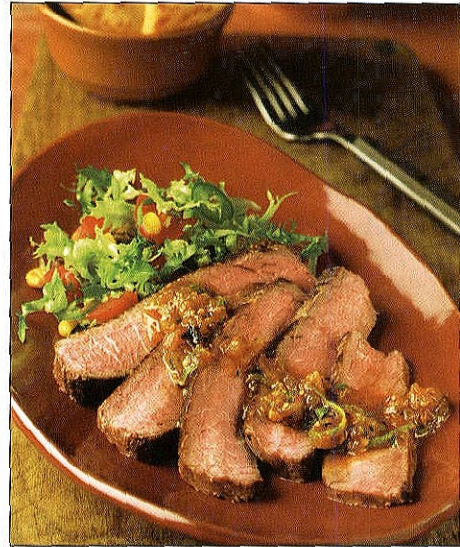
Reuben quesadillas.

Beef Back Ribs

Popular at barbecues and tailgating parties, Beef Back Ribs can be braised with a variety of sauces—ranging from traditional smoky to ethnic flavorings—and finished on the grill for a tender, juicy experience. Merchandise the ribs with rubs and popular barbecue sauces and further entice customers by offering savings through cross-merchandising.

Beef Brisket

Long, slow cooking makes Beef Brisket a tender and flavorful choice. Marketing brisket with beer and wood chips help customers create their own Texas BBQ. Cooking instruction labels—and merchandising the cut with fresh rolls and selections of mayonnaise and mustards—provide additional meal ideas.



Beef for Kabobs

Beef for Kabobs—which come from the chuck, round or trimmings of tender cuts—create an easy meal solution with bold ethnic flavors. The beef should be merchandised with skewers and fresh grilling vegetables, including bell peppers, onions, mushrooms and zucchini. Make sure kabob pieces are similar in thickness to ensure even cooking time.

For more information on Opportunity Cuts and to view a recent *Beef Fast Facts* issue on Opportunity Cuts, visit www.BeefRetail.org. **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.

