



# BEEF FAST FACTS

## BEEF INFORMATION FOR MEAT RETAILERS AND THEIR CUSTOMERS

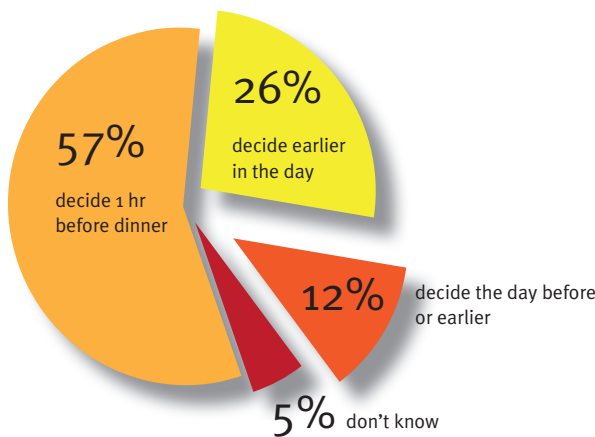
### Make it quick!

Convenience has become the focus of almost everything in our society. We can check e-mail on our phones, and we can record our favorite shows to watch at a more convenient time. People want everything to be convenient, especially their meals. What can you do in your meat department to meet customer demand for convenient meal solutions?

#### IT'S A BIG DEAL

Why should you care about making things more convenient for your shoppers? Here are a few statistics showing why it's a big deal:

- 57% of people decide what to eat/drink for dinner within one hour before, 26% decide earlier the same day, 12% decide the day before or earlier and 5% don't know.<sup>1</sup>



- The per capita number of in-home one-dish dinner meals increased from 18 in 1990 to 33 in 2008. Which means, approximately a month's worth of our annual dinners are now one-dish meals.<sup>2</sup>

### FOCUS ON SHOPPING AND PREPARATION

Customers are limited by time, causing a need for convenience in two areas: shopping and preparation.

#### Here are a few tips to make the shopping experience convenient for your customers:

- Keep the meat department organized so sections are easily identified. Include signage so customers can find what they need in a snap.
- Include signage near your "Convenience" section with headlines like, "Don't pick up fast food again... make a delicious steak dinner in 30 minutes or less!"
- Use cross merchandising and include related items by the meat case so the customer can pick up their entire meal in one place. Feature related items from upcoming promotions, like Anheuser-Busch® Bud, Sutter Home® wine, Riviana® rice and Hormel House of Tsang® oils, sauces and marinades.
- Have meat department associates on hand during "rush hour" (around 5:00-6:00) when customers are coming to your meat case looking for a dinner solution. Create recipe cards for quick and easy recipes like the Easy Skillet Chili Mac, that your associates can hand out to customers.

[beefretail.org/RecipesPhotos.aspx?RecipeID=3087](http://beefretail.org/RecipesPhotos.aspx?RecipeID=3087)

### ON THE RUN

86% of consumers cite convenience as the reason they are buying more supermarket prepared meals.

Source: "Consumers switch from fast-food to retail meals: Survey," Meat & Poultry, October 2008.

### TOP 10 FLAVORS IN NEWSSTAND BEEF RECIPES

Onion	60%
Garlic	55%
Tomato	32%
Beef Broth/Stock/Bouillon	25%
Wine	20%
Cheese	19%
Sugar	18%
Cream	18%
Bell Pepper	16%
Vinegar	16%

Source: [www.beefandvealculinary.com/beefflavorpairings.aspx](http://www.beefandvealculinary.com/beefflavorpairings.aspx)

<sup>1</sup> The NPD Group/Dinner MealScape 2009

<sup>2</sup> The NPD Group/National Eating Trends®, 2008



- Brush up on your beef knowledge with the Beef Training Camp. Modules cover everything from customer service to ground beef to nutrition. Knowledge learned from Beef Training Camp can come in handy when a hurried customer is asking questions and needs answers fast.

[beefretail.org/beeftrainingcamp.aspx](http://beefretail.org/beeftrainingcamp.aspx)

**Use these ideas to make meal preparation more convenient for your customers:**

- Include pre-seasoned burger patties in the self-serve and full-service meat case. For a list of pairings that work well with beef, refer to the Beef and Veal Culinary Center website.

[beefandvealculinary.com/beefflavorpairings.aspx](http://beefandvealculinary.com/beefflavorpairings.aspx)

- Place packages or bottles of marinade near your beef section. Go to the Beef Training Camp section on BeefRetail.org for tips on marinades you can pass along to your customers.

[beefretail.org/CMDocs/BeefRetail/btc/BTCBeefForGrilling.pdf](http://beefretail.org/CMDocs/BeefRetail/btc/BTCBeefForGrilling.pdf)

**MAKE IT EASY!**

In addition to quick, your customers also want things to be easy. Here are a few tips so you can give customers what they need to successfully prepare their beef dishes with no complications.

- Use Easy Fresh Cooking® Labels on packages.

[beefretail.org/easyfreshcooking.aspx](http://beefretail.org/easyfreshcooking.aspx)

- Use recipes from our Beef Recipes & Photography section to create your own signage and flyers.

[beefretail.org/recipesphotos.aspx](http://beefretail.org/recipesphotos.aspx)

- Read the Beef Training Camp section on Customer Service to get a refresher course on how you can provide your customers with outstanding service that will set you apart from your competition.

[beefretail.org/CMDocs/BeefRetail/btc/BTCCustomerService.pdf](http://beefretail.org/CMDocs/BeefRetail/btc/BTCCustomerService.pdf)

- Have a convenient dinner suggestion posted each afternoon to help out your hurried customers.



**RESOURCES**

There are several beef checkoff-funded programs in place to help you bring more convenient products to your meat case.

- **Beef Alternative Merchandising (BAM)** is a merchandising program developed to combat consumer frustrations with middle meat cuts because of larger portion sizes, higher prices and thinner cuts. By implementing this program, you can offer your customers convenience with more trimmed, portion-controlled cuts.

[beefretail.org/beefalternativemerchandising.aspx](http://beefretail.org/beefalternativemerchandising.aspx)



- **The Slice 'n Save program** provides consumers with the knowledge they need to buy boneless middle meat subprimals and cut the meat into steaks and roasts at home.

[beefretail.org/slicensave.aspx](http://beefretail.org/slicensave.aspx)

- **Bargain Beef Bundles** offers customers savings when they purchase multiple packages of different cuts of beef in bulk. Consumers can stock up so they have a convenient meal solution waiting in the freezer.

[beefretail.org/bargainbeefbundles.aspx](http://beefretail.org/bargainbeefbundles.aspx)

**QUIZ**

The first 10 people to submit a correct answer to the following trivia question will win a Beef It's What's for Dinner apron!

Q: What percentage of people plan their dinner within one hour before?

Submit your answer at:

[beefretail.org/BeefConvenience10BFFPrize.aspx](http://beefretail.org/BeefConvenience10BFFPrize.aspx)

**MICROWAVE IT!**

Approximately 20% of all meals prepared in US homes from 1990-2007 involved the use of a microwave, until 2008 when usage rose to 22%.

Source: NPD Press Release, 2009

