



Retail Beef Blast



Funded by The Beef Checkoff

September 2009

Retailer Spotlight

Southern Family Markets Hosts Beef Training Camp

Quick Links

July's Beef Dollar & Pound Sales Up Versus Year Ago

Bring Beef into Thanksgiving Celebrations

Help us out! Beef Cut Charts Survey - It's quick!

Contact Us

Channel Marketing Team

State Beef Councils

Report Gives Insight to Grocery Shopper Trends

A recent U.S. Grocery Shopper Trends report by the Food Marketing Institute (FMI) analyzed the way shoppers are changing their habits. The report revealed that while consumers are focusing on price and value at the supermarket, they are also looking for easy meal solutions because they are eating at home more frequently. How can you capitalize on these trends? Read on to find out!



Inside the numbers...

Roast Promotion Offers Quick and Inexpensive Meals

The fall season offers a wonderful time for gathering with friends and family. Your customers will be looking to prepare quick and affordable meals so they can sit back and enjoy their company. We've partnered with New York Brand® Frozen Garlic Bread products, the Idaho Potato Commission, Mrs. Dash® Seasonings and Sutter Home® Wine for a special promotion rolling out this November.

Get in on the action...

Additional Resources



[Slice 'n Save Cutting Videos](#)

[Beef Training Camp - Beef for the Holidays](#)

[Customer Handout: Power Up with Lean Beef Brochure](#)

[Customer Handout: Hearty Lean Beef Stews and Chilis Brochure](#)



For further information:
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