





VEAL
Retail and Foodservice
FY 2010



Retail Veal Overview

Objectives:

-  Build on foundation
-  Educate consumers and motivate them to buy veal more often
-  Attain permanent position on short list of protein options for home cooks
-  Solidify veal's position as a player in retail meat case



Retail Overview

Highlights







-  Veal Made Easy website growing consumer recipe and promotional resource
-  Summer Grilling with veal provides nearly 2,000 retail stores with free corner recipe labels
-  Columbus Day will mark largest veal promotion to date promoting veal as official dish of Columbus Day.



Veal Foodservice Overview

Objectives:

-  Get new veal dishes on menus
-  Get veal in more restaurants
-  Educate chefs and restaurant managers about veal menu and profit opportunities
-  Promote veal to younger consumers



Explore the Possibilities



BIAGGI'S
RISTORANTE ITALIANO

June 3rd – June 16th
We're celebrating the best that spring has to offer with these specially prepared dishes using some of our favorite seasonal ingredients.

Osso Buco
Veal shank slowly braised with red wine, Roma tomatoes and fresh herbs until fall-off-the-bone tender. Served with risotto Milanese. (Dinner Only)

White Asparagus and Prosciutto Pizza
Grilled white asparagus, Italian cured ham, wild mushrooms and fontina cheese topped with white truffle oil and cracked black pepper.

Grilled Pompano
Grilled fillet of pompano seasoned with fresh spring herbs and extra virgin olive oil. Served with roasted potatoes and sauteed baby spinach with garlic.

Osso Buco

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Foodservice Overview

Highlights



Citrus-Rubbed Veal Chops & Mango Salsa

- July 2010 launch of website to replace Veal Store with www.vealfoodservice.com
- Encourage restaurants to offer more veal options
- Promote veal at industry conferences nationwide