

Veal

- The Beef Checkoff is introducing a new veal marketing campaign to increase sales through the supermarket channel by focusing on recipes that are delicious, nutritious and easy to prepare.
- New Veal Retail Marketing Launch
 - Veal Retailer Promotions
 - VealMadeEasy.com Web Site
 - Veal Consumer Sweepstakes
 - Veal Retail Partnerships



Veal

- Phase 1: Retailer Feature Ad Program

Retailers were provided up to \$5,000 to run veal feature ads from October to January in an effort to create short term sales lifts

- 16 Chains participated
- Over 1900 individual stores
- Sales increases from 10% to over 70%

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Veal

- Phase 2:
VealMadeEasy.com
 - New website
 - Recipes
 - Nutritional information
 - Veal 101
 - Promotions
 - Retailer kit section for industry, state beef councils, retailers and packers with file downloads



The screenshot shows the VealMadeEasy.com website interface. At the top, there's a navigation bar with links for Home, Easy Recipes, Veal 101, Nutrition, Veal TV, Special Offers, Links, and Contact Us. The main content area features a featured recipe for 'Veal Marsala' with a 'Get Recipe' button. Below this, there are sections for 'Cook's Corner' (Wiener Schnitzel) and 'Quick & Tasty' (Pepper & Lime Fajitas). A 'Win FREE Groceries!' banner is also visible. The footer includes the BEEF logo, navigation links, and copyright information for 2009.

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- Phase 2: Consumer Sweepstakes
 - Free Groceries for a Year
 - Drive consumer excitement
 - Create consumer awareness
 - Leverage retail activity
 - Media/Fox TV spots in 5 markets
 - NY, DC, Philly, Boston, Tampa
 - Over 100,000 contest entries to date



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- Phase 2: Partnerships
 - Create partnerships to extend veal's marketing budget
 - Colavita Olive Oil
 - National brand
 - Partnership includes Colavita's inclusion in corner recipe label, exposure on Colavita Web site and VealMadeEasy.com
 - 9 Retailer Chains/960 stores
 - 500,000 recipe labels distributed

