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Hispanic Marketing Initiative

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Hispanic Pilot Test Update



Dillons Pilot Test Scheduled

- 6 stores in Kansas will be participating in the pilot- Garden City, Liberal, Wichita & Topeka, Kansas
- Pre-test consumer intercepts are scheduled for July 23-26, 2009, post intercepts scheduled for Oct. 09
- Test stores scheduled to launch 12 week test July 29-31, 2009





Project Updates



- URMIS Translations- 200 of the most popular cuts have been translated and are under review by Fiesta Mart and Bashas' corporate offices

Examples

Beef Loin Tri Tip, Whole Boneless *translation* Aguayon Tipo Tri Tip, Entero, Sin Hueso

Beef Bottom Round, Steak Boneless Thin *translation* Bistec de Paulpa Blanca, Delgado, Sin Hueso

- 17 new Hispanic photos and recipes as well as 2 marinade recipes have been developed by the Texas Beef Council



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Meat Case Innovation Initiative

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Meat Case Innovation Initiative (MCII) Advisory Council Members





Meat Case Innovation Initiative (MCII) Meeting



- Initial Meeting held June 23-24, 2009
- Denver, CO at NCBA Headquarters
- 17 total participants
- Brainstorming session to identify future areas of focus



MCII Goals



- To identify and resolve issues consumers have with shopping the supermarket meat case
- To identify and resolve issues consumers have with shopping *for beef* at the meat case
- To identify and resolve issues regarding meat operations that will impact long-term viability of the meat department
- Use the learning's from this project to build demand for beef by positioning it as a safe, nutritious, healthy, convenient, affordable protein for today's consumer