

NAMI-FMPRE

#WienerWednesday Campaign Declared Most Viral Beef Campaign on TikTok

July's National Hot Dog Month may be over, but millions are still relishing the delicious beef hot dog recipes developed by the Food Renegades, a division of The Digital Renegades, a digital marketing agency and a chef alliance on TikTok, in partnership with the National Hot Dog and Sausage Council (NHDSC) and Beef Checkoff. The 40 unique recipes and fun facts about hot dogs, shared on TikTok each #WienerWednesday in July, were viewed more than 27 million times, generating nearly 3.5 million likes and 15.8 million hashtag views, making it the most viral beef campaign ever organized on TikTok.

"Whether it is debating if a hot dog is a sandwich, the best condiments or sharing great recipes, hot dogs have proven over and over to be the ultimate social media draw," said NHDSC President and Hot Dog Top Dog Eric Mittenenthal. "Add in the creativity of the Food Renegades chefs, dietitians and food influencers and there was no doubt that TikTok fans would go wild for #WienerWednesday."

The Food Renegades' drool-worthy creations inspired hot dog fans to show their own creativity and develop their own hot dog videos featuring a unique beef hot dog recipe. The most viewed recipe, "Noodle Wienie Dogs" by [@mrs_dee_penda](#), received more than 500,000 views and 116,000 likes. As the most popular video, Dee Penda wins \$500 from the National Hot Dog and Sausage Council.

The popularity of hot dogs and #WienerWednesday not only drew millions of video views, but also led to substantial increases in followers for the Food Renegades over the course of the month. As a group, the ten Food Renegades added nearly 2.5 million followers in July.

Veal Marketing goes Virtual

Veal has secured a promotion with online retailer, Fresh Direct. The promotion will run from September 10 to September 24. Elements of the promotion will include a shopping page with veal branded banner ads running across their website with links to the veal shopping page, as well as a dedicated blog post featuring a Checkoff-funded veal recipe.

FMPRE Considers Research Proposals

The Foundation for Meat and Poultry Research and Education, a subcontractor to the Beef Checkoff, began receiving proposed research projects on post-harvest beef safety and processed beef nutrition for funding consideration under its contract with the Beef Checkoff. Specific emphasis has been placed on reducing *Salmonella* and STEC contamination on beef products, as well as how processed beef products can fit into healthy dietary patterns identified in the Scientific Report of the 2020 Dietary Guidelines Advisory Committee. There have been several questions recently about ingredients and processes used to make processed products. A [Beef Checkoff white paper](#) helps demystify meat processing for the nutrition community.