

Beef foodservice kit offered

CHICAGO, Ill. -- Restaurateurs looking to ease strains of today's beef prices -- and still serve dishes with strong customer appeal -- can find help in the new Foodservice Beef Merchandising Kit.

Offered through the National Live Stock and Meat Board's Beef Industry Council, this kit includes recipes and promotional materials for ground beef, round steak and leftovers in four easy-to-prepare, low-cost and tasty beef meals.

"Foodservice operators feel the pinch of higher beef prices too, and this kit can help reduce the cost-price squeeze on beef menu items," points out Meat Board Foodservice Dept. director David Magill.

"This kit, with its easily prepared recipes and color point-of-purchase materials, is ideal for restaurants

looking for profitable, economical and wholesome dishes," he added.

The kit features recipes for "Beef Enchiladas," "Italian Beef Salad," "Grecian Style Beef" and "Sweet 'N Sour Steak," plus four full-color point-of-purchase posters and 25 attention-getting table cubes imprinted with beef nutrition information.

Complete kits cost \$4.25. Each includes four 5"x8" recipe cards, four 18"x24" posters and 25 1/2" table

cubes. Purchased separately, cards are four for 50 cents; posters, four for \$1.60; and table cubes, 10 cents each.

To order, write the Foodservice Dept., Beef Industry Council of the Meat Board, 444 N. Michigan Ave., Chicago, IL 60611.

The Foodservice Beef Merchandising Kit was developed by the Meat Board's Foodservice Dept., with a special grant from the Illinois Beef Industry Council.



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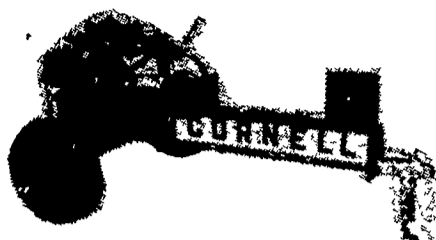
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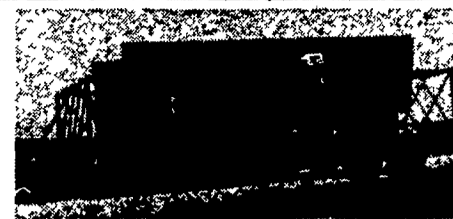
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