

# MAMMA And Beef Councils Team Up For Gourmet Cheeseburger Promotion

The Middle Atlantic Milk Marketing Association, along with the beef councils from Maryland and Pennsylvania have added localized promotional and advertising elements to an upcoming \$7-million dollar national campaign designed around cheeseburgers.

The program, which runs the entire month of April, encourages consumers to "Build A Gourmet Cheeseburger."

The sponsors of the promotion, the American Dairy Association, along with the Beef Industry Council and Beef Board, define a Gourmet Cheeseburger as a patty of premium or lean ground beef plus two types of domestic cheeses.

#### Mini-Billboards

To bolster the national cam-

paigned, MAMMA and the Maryland Beef Council have coordinated the use of mini-billboards on shopping carts. This program, known as Actmedia, will appear in close to 400 supermarkets in the Baltimore-Washington area. Safeway, Superfresh, Basics/Super Super, Santoni's, and Farm Fresh are among the participating retailers. The 8x10 inch full-color billboards will be seen on approximately 30 shopping carts in each store. The use of Actmedia is being funded 100% by the Maryland Beef Council. They will first appear in mid-April, and run thru mid-May.

#### Best Food Day Ads

Another local element will be full-page best food day theme ads due to appear in the Baltimore Sun and the Washington Post. Accord-

ing to MAMMA Marketing Director Bill Snitcher, "These ads give the retailer the opportunity to tie-in at least five different departments of their store using the cheeseburger theme. Those departments are meat, dairy (cheese), bakery (rolls), produce (lettuce, tomato, etc.), and grocery (catsup, mustard, etc.," Snitcher says the ads will be completely funded by the suppliers of the products which make up the Gourmet Cheeseburger.

Reaction to the theme ads has been extremely positive among food retailers according to Snitcher. One chain store owner, who plans

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## MICROWAVE MINUTES

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the oven empty. At what point is the amount of food so small that it amounts to nothing and becomes hazardous to the oven?

A. A quarter cup of moist food, such as meat, vegetables, etc., with sauces would not be hazardous to your microwave — provided you aren't cooking the food for a prolonged time. Using normal heating/cooking times for even smaller amounts of moist foods would be no problem. You can microwave even a very small amount — like a teaspoon of butter — for 10 to 15 seconds just to melt it, but you wouldn't want to cook it for a minute or two.

With a small amount of a dry food, such as drying a tablespoon or less of fresh herbs, or making croutons with a half slice bread or toasting 1/4 cup of nuts, be cautious not to microwave the food too long or it would be like running the microwave empty.

Microwaves are absorbed by the water, fat or sugar in food. If the microwave oven is run empty, there is nothing to absorb the microwaves and they can travel back up into the magnetron tube and ruin the oven. However with most new microwave ovens, the magnetron is shielded so that if the microwave is accidentally turned on for a minute or two, no damage is done.

Q. We just got a microwave and we use it mostly to re-warm previously cooked food, but the uneven warming disappoints us. What are we doing wrong?

A. A couple of suggestions should help. Cover the food during heating. Use waxed paper for an individual meal made up of several different foods on a dinner plate. Use plastic wrap or a tight lid for moist foods, such as a leftover casserole, vegetables or soup. Arrange food or pieces of food so that biggest foods or thickest parts are to outside edges of dish. Stir or rearrange food during heating. Or, rotate the dish a quarter turn half-way through heating. For thick large pieces of food, allow food to stand several minutes (still covered) before serving.

If your microwave has a wattage output of 650 or more, try using a lower power setting, such as Medium-High (70 percent power, about 400 watts) or Medium (50 percent power, 325-350 watts) and slightly longer time.



There's nothing like the taste of Gourmet Cheeseburgers believes Bill Snitcher, Marketing Director/Communications, to convince consumers to buy more beef and dairy products.



Bill Snitcher, Marketing Director/Communication for Middle Atlantic Milk Marketing Area, takes a bite of his Gourmet Cheeseburger, while Trish Williams, Communications Director, admires hers.

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