

Cheeseburger Promotion

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to run the ad the week after Easter, said that this is the type of program that will help build store traffic during a traditionally slow business week.

Snitcher says the Actmedia billboards and the theme ads represent areas of the upcoming promotion unique to the MAMMA marketing area. "To my knowledge, we are the only A.D.A. unit in the nation using these additional media tools," says Snitcher.

In-Store Display Kits

Yet another aspect of the Gourmet Cheeseburger promotion involves the use of in-store banners, signs, mobiles and recipe booklets to reach the shopper at the point of purchase. Research shows that almost 75% of today's buying decisions are made while the shopper is in the store. Therefore these signs can have a significant impact on the overall success of the promotion.

Over 1300 supermarkets locally, and 25,000 stores nationally are due to use the materials. These kits are made available in area retailers at no charge, and are installed by professionals.

Among the local retailers who have signed up to use the materials: Weis, Acme, Safeway, Fox's, Karn's, Shurfine, Jay's, Valu Food, Mars, Farm Fresh, Santoni's, Thriftway, Big B and Superthrift.

National Campaign

All of the work done locally by MAMMA is meant to compliment the national campaign.

Part of the national program involves a \$1-million dollar a week network TV buy running from April 4-14. The 30-second commercials feature celebrity spokesman Willard Scott of NBC's "Today Show." The commercials will be seen on such popular shows as Our House, Thirty Something, 20/20, Wheel of Fortune and the Young and the Restless.

In addition to TV, 30-second network radio commercials using Willard will run at the same time.

National print ads featuring Gourmet Cheeseburgers will also appear in USA Weekend, TV Guide, Family Circle, and Woman's Day.

The ads will feature recipe inserts consumers how to make delicious Gourmet Cheeseburgers.

Food Service

The American Dairy Association is extending the promotion to restaurateurs by offering a free merchandising kit containing recipes, table tents and menu clips. This foodservice extension, the first of its kind in the three-year history of the spring cheeseburger campaign was announced in the February issue of a popular trade magazine, Restaurants and Institutions.

The American Dairy Association is the advertising and marketing arm of the United Dairy Industry Association. The Middle Atlantic Milk Marketing Association is the regional unit of A.D.A. and is responsible for the Baltimore-Washington, Philadelphia and York-Harrisburg--Lancaster markets.

All American Burgers American and Muenster

Preparation time: 10 minutes
Cooking time: 11 to 13 minutes
1 pound ground beef (85 per cent lean)
1 tablespoon each: worcestershire sauce and chopped parsley
1/2 teaspoon salt
1/4 teaspoon pepper

4 slices American cheese, halved diagonally
1 medium onion, sliced and separated into rings
2 tablespoons butter
4 hamburger buns, toasted
2 slices Muenster cheese, quartered
4 slices tomato

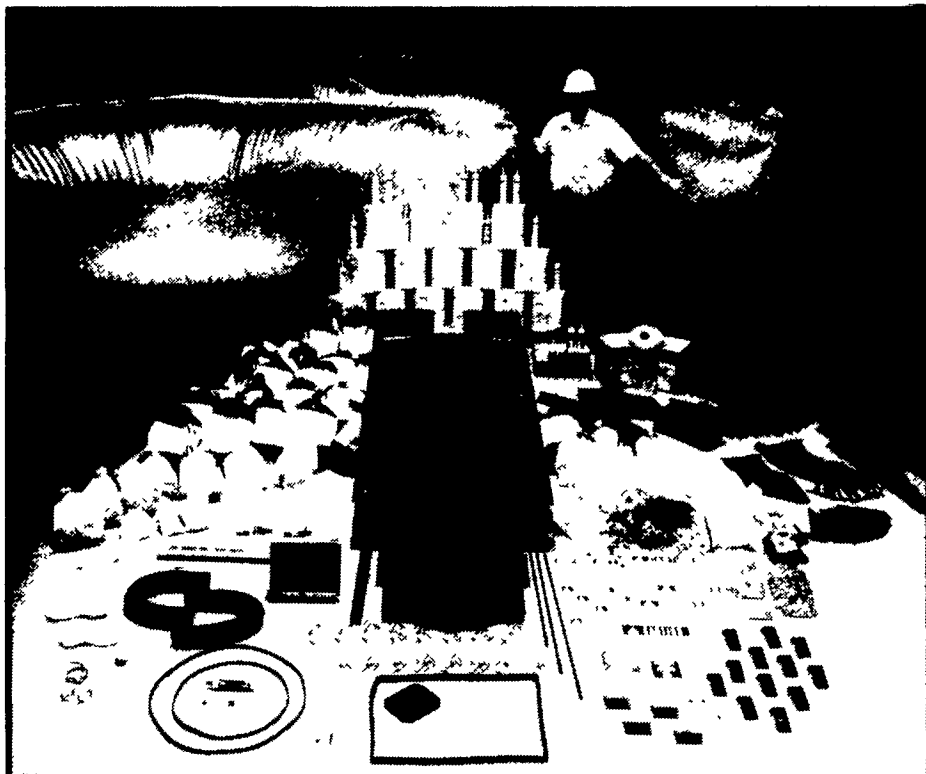
Combine ground beef, worcestershire sauce, parsley, salt and pepper, mixing lightly but thoroughly. Divide into 4 portions and form into patties, 1/2 inch thick. Place on rack in broiler pan so burgers are 3 to 4 inches from heat. Broil 10 to 12 minutes, turning once. Place one slice of American cheese on each burger 1 minute before end of cooking time. Meanwhile saute onion in butter over medium heat 5 to 7 minutes. Place equal amounts of Muenster cheese on bottom half of each bun. Top each with tomato, burger and equal

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Willard Scott, Gourmet Cheeseburger chef for American Dairy Association, displays his favorite ingredients — two types of real, domestic cheese and premium ground beef.

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