

# Beef Takes Giant Promotional Leap

CHICAGO — With nearly half of U.S. beef sold through restaurants and other institutions, the beef industry has launched its largest and most aggressive marketing campaign ever aimed at foodservice operators.

The centerpiece of the \$1.5 million checkoff-funded campaign is a playful "pop up" print ad that leaps from the page to form a three-dimensional paper version of a stylish and successful San Francisco diner. Scheduled to appear in February issues of **Restaurants & Institutions** and **Institutional Distribution**, the ad is the first ever to use "pop up" art in foodservice trade publications.

"We're standing up and cheering America's foodservice operators who have made beef their number one food item," says Ralph "Buck" Bell, chairman of the Beef Industry Council Foodservice Subcommittee and a South Carolina rancher. "And we're encouraging them to use beef in a variety of exciting new menu

items designed to fill today's demand for real food."

"In 1985, beef was being outspent by chicken and seafood in foodservice marketing efforts at a rate of seven to one," adds Bell. "With funds from the \$1 checkoff, we're now able to show 'em who's boss."

The four-color, "pop up" ad promotes contemporary menu applications for beef, such as "Tenderloin Greens" (a marinated steak and salad combination), and collateral materials featuring profitable menu ideas built around beef.

The campaign also includes a pair of two-dimensional, four-color print ads, which will run in upcoming editions of **Food Management**, **Restaurant Business**, **Restaurant Hospitality** and **Restaurants & Institutions**. They highlight beef in different types of restaurants and at different meal times.

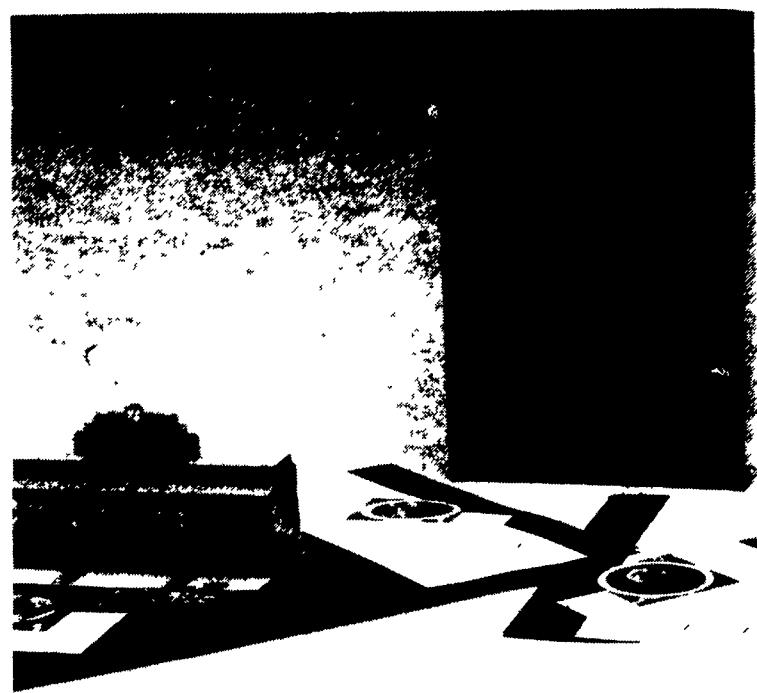
The BIC first targeted foodservice operators in a breakthrough

ad campaign in 1985. Its efforts are strengthening beef's hold on the center of the foodservice plate.

Beef consumption in U.S. restaurants and other foodservice operations should reach 296 million pounds by 1990, a 15% increase over 1985, according to the BIC. While the hamburger remains America's number one foodservice menu item, beef is a big winner in all types of eateries and is currently used in about 40% of all menu entrees nationwide. Nearly 9 out of 10 of the nation's 149,000 full service restaurants serve beef.

The current ads play on the "Welcome Back to Real Food -- Beef" theme and feature the versatility of beef in lighter menu applications and contemporary themes. The goal of the campaign is to encourage operators to make exciting new beef items permanent and profitable additions to their menus.

Foodservice operators -- from restaurateurs to school lunch



directors -- can write for a new brochure, "Welcome Back to Real Food - Beef," featuring updates applications for such menu favorites as "Meat Loaf Roast" (hold the gravy and mashed potatoes instead) or "Road House Red" (hash with red potatoes).

According to the BIC, the attractions of beef to the operator are many. A tried-and-true menu item, beef is reliable in times of heightened competition. It adapts to every changing menu trend -- from lighter, healthier fare to eth-

nic foods, comfort foods and take-out. Beef is good for every meal occasion, from breakfast and brunch to dinner. And beef is profitable.

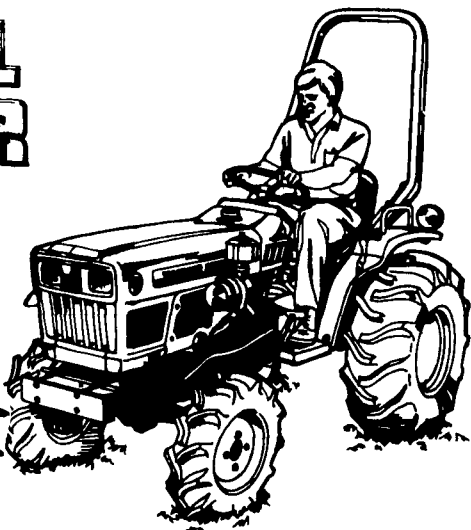
Foodservice promotion is a checkoff-funded program conducted on behalf of beef producers by the Beef Industry Council, a federation of 43 state beef councils and a division of the National Live Stock and Meat Board, a coalition that has been working for 66 years to build consumer demand for meat.

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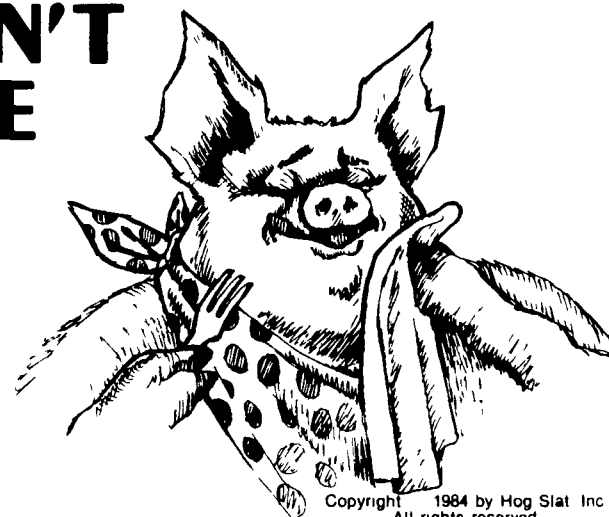
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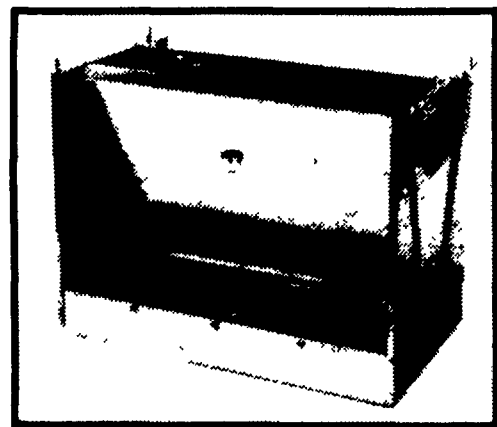
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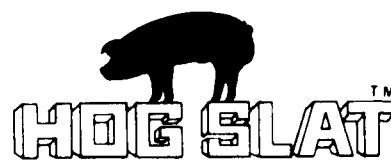
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