

The Beef Checkoff's New Advertising Campaign

Fact Sheet

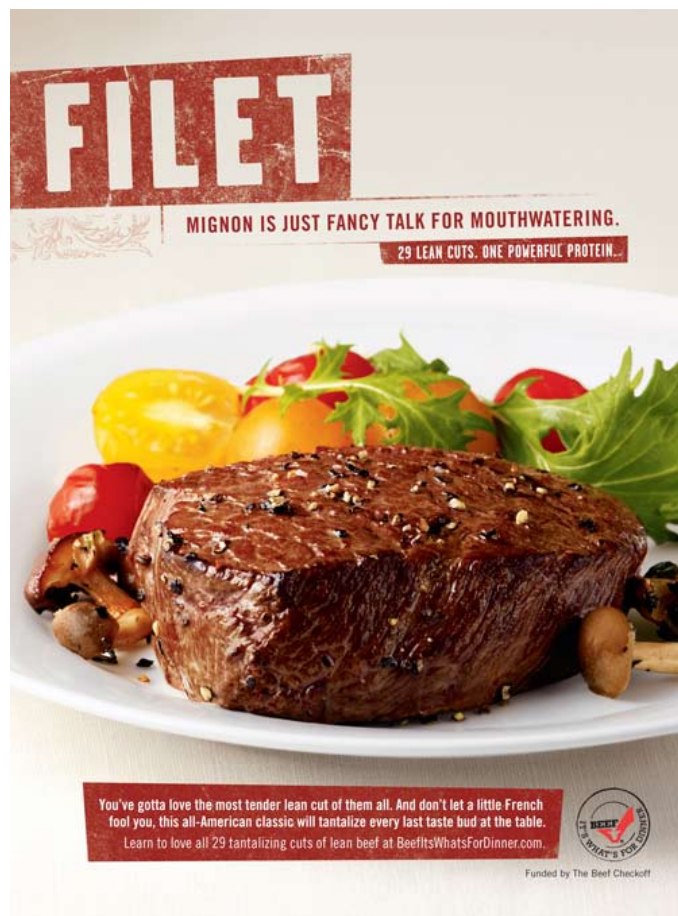
The “Beef. It’s What’s For Dinner.” consumer advertising campaign encourages Americans to get to know the 29 lean cuts of beef. With a “29 Lean Cuts. One Powerful Protein.” tagline, the new campaign will feature the nutritional benefits and versatility of six lean beef favorites: T-Bone steak, Filet, Top Sirloin, Strip steak, Top Round and 95% Lean Ground Beef.

Why?

It is clear that lean beef is important to Americans, considering that 69 percent of consumers say buying lean cuts of meat is the most important thing to consider when shopping for food¹. It may surprise Americans to know that 63 percent of all beef muscle cuts at grocery stores are lean². In fact, 15 of the top 20 most popular beef cuts at the grocery store are lean. Lean beef is an excellent source of protein, with a 3-ounce serving providing 51 percent of the recommended daily value in less than 180 calories. Choosing lean beef as a source of protein can actually be a calorie-saver. A 3-ounce serving of lean beef provides the same amount of protein as 1 ½ cups of beans, but with half the calories³. Furthermore, the average American is consuming only 2.3 ounces of red meat each day – much less than the 5.5 ounces from the meat and beans group recommended by the 2005 Dietary Guidelines⁴.

Did you know?

Sixty-three percent of all beef cuts sold at retail are lean and fifteen of the top 20 most popular beef whole muscle cuts are lean, according to Freshlook Marketing Group, the leading U.S. source of grocery scanner data for meat and produce purchasing².



Print advertisements will appear in national magazines with an emphasis on food, health/fitness, parenting, lifestyle and men's sports. Nationally syndicated radio spots, combined with an outdoor advertising campaign in select markets, will follow shortly after print advertisements launch.

Meet the Stars

Visually, each advertisement centers on a plated shot of beef with healthy sides, helping to show how beef can be part of a healthy, wholesome and delicious meal that pairs well with fruits and vegetables and whole grains.

The following cut personalities will be featured throughout the campaign:

Filet Mignon

It may have a fancy name, but don't be put off by a little French — the Filet's as all-American-a-cut as any out there. Straight from the Tenderloin, it's the most tender cut of the lot, with a lean succulence that lets you know, “mignon” is just fancy talk for mouthwatering.

¹ IPSOS Public Affairs for the Beef Checkoff, December 2009.

² Freshlook Marketing Group, the leading U.S. source of grocery scanner data for meat and producer purchasing, 52 weeks ending 3/26/10.

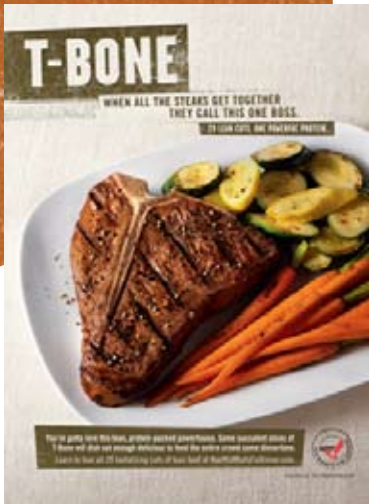
³ USDA National Nutrient Database for Standard Reference, Release 22, 2009.

⁴ CSFII 1999.

Meet the Stars, cont.

T-Bone

When all the steaks get together they call the T-Bone boss. Why? Because it brings the most to any table, offering two cuts of beef in one steak, delivering the tenderness you love with the benefits of lean beef. So whether you're at the barbecue or the dinner table, T-Bone brings a little something for every appetite.



Strip Steak

One of the most popular cuts around, the Strip steak is a remarkably lean cut with more aliases than you can shake a steak knife at. But no matter what you call it, Strip steak boasts enough lean beef flavor to make your taste buds wish they had taste buds.



Top Sirloin

The Top Sirloin is a steak of all trades, if you will. Whether cubed for kabobs, stripped in stir-fry, or just straight up as a steak, the Top Sirloin is a good value that goes well with countless dishes, keeping it lean all the while.



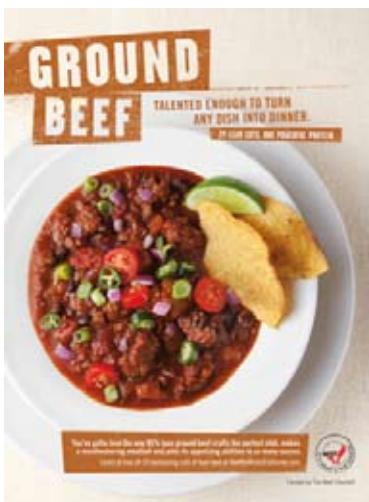
Top Round

Now this is a cut that's made for the marinade. Marry Top Round with something savory, cook it to medium rare and enjoy a tantalizingly tender dish for a good family value. So whether you're stir-frying it or slicing it thin for a sandwich, give Top Round a quick splash of marinade, and dinner's deliciously easy from there.



95% Lean Ground Beef

Ground Beef is talented enough to turn any dish into dinner time. From protein-packed chili, to lean and savory sauces, or the heartiest of sloppy joes, 95% Lean Ground Beef adds all the flavor you need while keeping any dish supremely lean.



For more information, visit BeefItsWhatsForDinner.com, your one-stop resource for triple-tested beef recipes, cooking videos, preparation tips and beef nutrition information.

