

# 10 IDEAS TO CHEW ON

## 02 An enviable record in food safety

Australia has a long history of safe and successful beef and lamb exports. Our red meat production is supported by a robust and highly regulated system which includes inspection at the ports in Australia and again by USDA's FSIS upon arrival to the US. Australia's nationally legislated whole-of-life livestock ID system tracks our beef and lamb all the way back to the farm ensuring our continued supply of clean and safe product to your stores. And on top of all that, our fresh Australian beef and lamb have a long, secure shelf life: 120 days for beef, 90 for lamb.

## 04

### Transparency drives dollars



Shoppers are increasingly concerned about meat and health; and think that cutting back on meat consumption is a good choice. Keep interest in the meat aisle with products that resonate with consumers on qualities like humanely-raised, antibiotic-free, grassfed, organic. This interest is clear in the 4.8% sales and 5.1% volume growth for these premium meat items compared to a flat year for conventional product.

## 06

### Consumers believe in grassfed



Grassfed is not a marketing gimmick - consumers believe in it. Expand your grassfed marketing beyond the packaging and into signage, advertising and social media. Show consumers you have grassfed meats readily available in store to drive interest and engagement.

## 01

### Check out the menu



Look at restaurants for inspiration to continually evolve your meat aisle and make it a destination for shoppers. Flavors and cuisines, formats and plating, as well as the story-telling prevalent on menus all offer close-in opportunities to renew interest and drive sales forward.

## 03

### Local or imported? Actually it's "natural"

Premium shoppers of grassfed beef and lamb are very open to purchasing imported products. In fact, the key purchase drivers for beef and lamb are freshness, safety and, especially, natural attributes like grassfed, pasture-raised, free-range.



## 05

### Show it like you mean it



Increase your Australian grassfed beef and lamb sales by 25% simply by setting up your meat display right. Using clear and clean ticketing, displaying recipe ideas, know the "hot" spots in your display and increase product knowledge. More than 50% of shoppers say they have limited knowledge of meat but shoppers who are more knowledgeable tend to purchase a more extensive variety of meats and cook with meat more often.

## 07

### Convenience is king



1 in 4 consumers bought a meal kit in 2016, growth of 6.7% YOY. Millennials are 321% more likely to purchase a meal kit. Don't miss out on this critical demographic...consider the addition of easy-to-grab meal solutions from heat-and-eat to value-added meats in the meat aisle.

Meal solutions, particularly meal kits, give shoppers more confidence to expand their meat repertoire and also makes more exotic meats like lamb or a wider variety of cuts in general more approachable and easy to cook with at home.



**TRUE  
AUSSIE<sup>®</sup>  
BEEF & LAMB**



# LET'S GET SEASONAL

Seasonal marketing is a way to refresh your product mix and stay relevant with shoppers. Grassfed beef and lamb have relevance all year long—consider these tips

08



## Spring time favorites

Help your shoppers OWN their spring gatherings—from Easter to Passover to showers to reunions—with Aussie grassfed beef and lamb.

Our products help elevate an everyday event to a memorable occasion. Starters, entrees, passables...we've got you covered.

CUT FEATURE



Australian Lamb t-bone chops

09



## When summer calls

Nothing screams summer like a good grilling program.

Partner with True Aussie for all things grilling—recipes, tips, promotions, etc. Leverage our partnership with Big Green Egg, build a store-manager incentive or create a parking lot barbie to drive interest and excitement in alternate proteins like grassfed beef and lamb.

CUT FEATURE



Australian grassfed ribeye

10



## Winter wonder lamb

Winter means stews, slow cookers and comfort foods. True Aussie Beef & Lamb is your partner in wintertime meal success.

Leverage our chef ambassador support team for winter recipe inspiration, content or in-store tastings. Cross-promote with winter spices that love lamb and offer recipe ideas that work with slow cookers or Instant Pot®.

CUT FEATURE



Australian lamb shoulder



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