



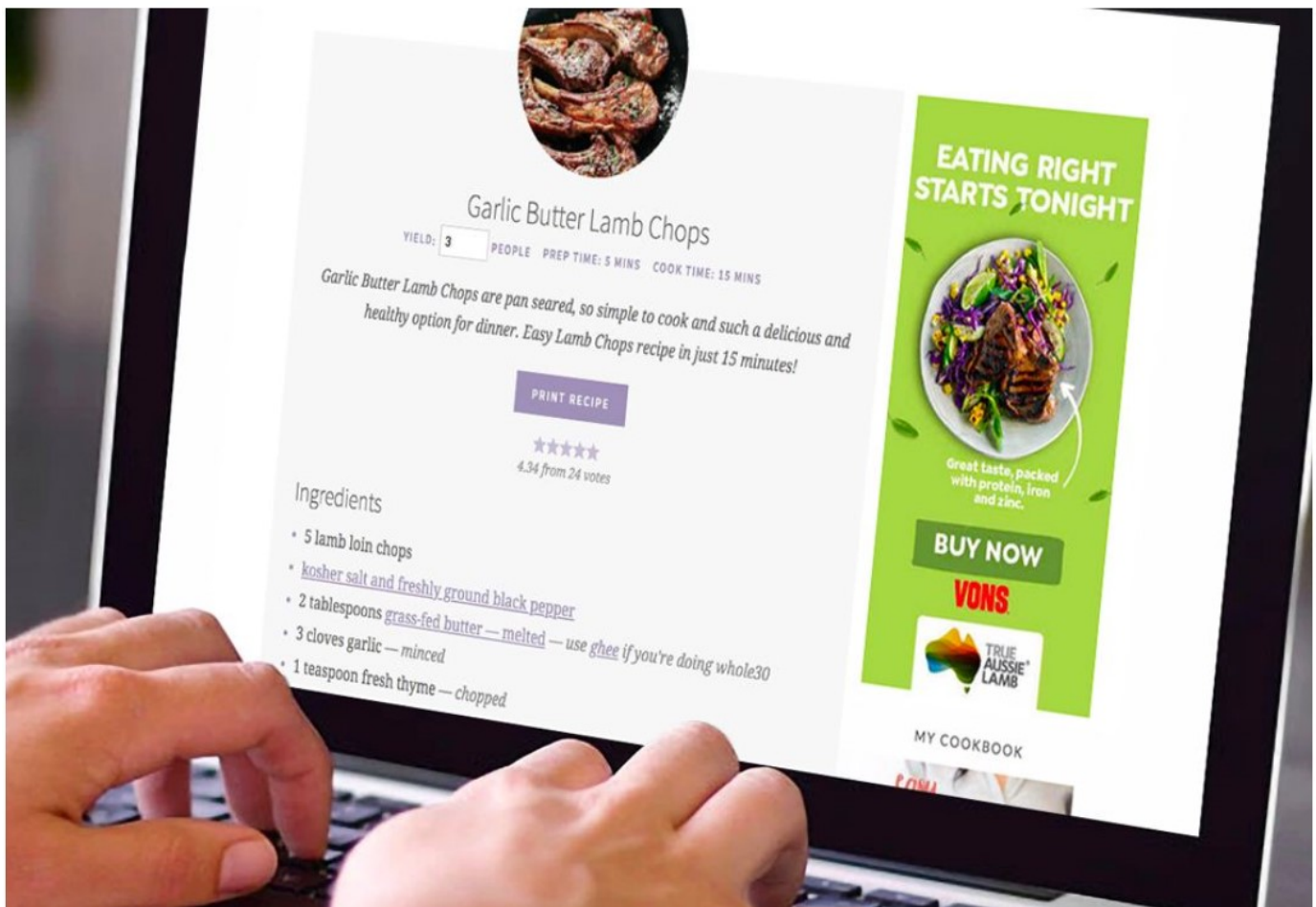
MARKETING THE MEAT CASE: INNOVATE YOUR WAY TO SUCCESS

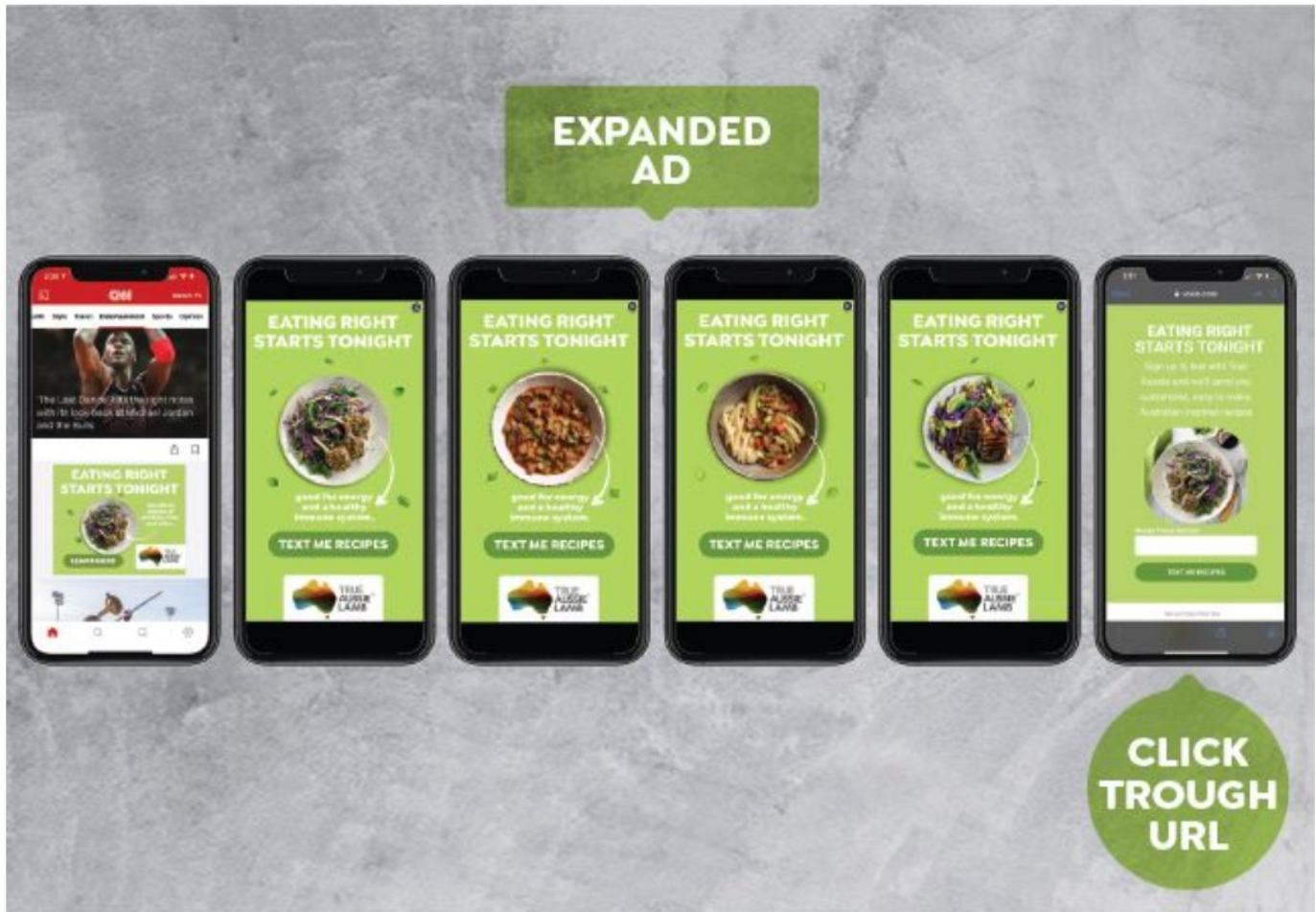
True Aussie Beef & Lamb finds marketing success using modern marketing methods for the meat case.

G'day Grocery Business reader!

As shoppers and retailers adjust to new ways of shopping and more cooking at home, finding and engaging with shoppers in non-traditional ways has never been more relevant. The most desirable shoppers – the ones with higher income, bigger baskets, and willing to pay for higher quality meats – are more likely to be drawn to those marketing methods.

According to a national survey on the grassfed beef US consumer shopping journey, these shoppers are attracted to the quality, natural and health attributes of these products, and tend to pre-plan their shopping visits; making “getting on the list” an essential first step to engagement and higher sales.





As the group representing the grassfed beef, lamb and goat coming to the US from Australia, we recently undertook a series of marketing pilot tests to drive grassfed beef and lamb sales at retail in Boston, DC, Miami and LA. We share some of the highlights here and invite you to get in touch with us for more details. We've got more trials underway now, so you can be part of future programs.

What we did:

- **Chatbots** – engaging with shoppers online to point them to recipes and their shopping cart.
- **Shoppable recipes** – paid placements for recipes with links to e-carts for purchase.
- **Influencer army** – paid 'influencers' visited stores and posted about the Aussie grassfed beef and lamb, 1,000+ times over the trial period.
- **Cart ads, on-pack booklets** – yes, traditional methods still work!

What we learned:

These methods, new and old, work to deliver sales results and valuable visibility. But the best results come from an integrated approach, combining on-line and in-store tactics to reach the valued natural meats shopper.

27,000

Over 27,000 beef and lamb items in carts from shoppable recipes

21%


Sales volume of lamb jumped over 21% YOY

13%


Grassfed beef sales volume up over 13% YOY in integrated marketing case

Limited partnerships are available for select retail partners, and we'd love to test non-traditional marketing methods both in-store and digital to bring shoppers to your meat counter. Connect with us today for a customized program or to tap into our retail tool kit and resources. Those interested should drop a line to mlateam@summitmg.com

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