

SELLING TIPS FOR THE

Petite Tender

Here are some ideas to help you generate interest and customer trial when you introduce this cut:

PRICING AND YIELD

Retail Price: high

- Use 114F Beef Chuck, Shoulder Tender (Individual Muscle) as the starting raw material.
- An interactive cut test worksheet is available to analyze net and gross profit margins on the Beef Value Cuts CD included with this folder. The worksheet provides the user the ability to edit retails, cost and labor rates, then automatically updates the gross and net margin calculations.

Average size of the Beef Shoulder Petite Tender denuded is approximately 8 to 12 oz. This muscle can be merchandised as medallions or butterflied medallions.

- Average yield value on the Beef Shoulder Petite Tender muscle is 90%.

TRAINING

Prior to the new cut launch, distribute the cutting instructions to ensure the meat department staff is properly trained to cut to specifications.

DISPLAY

- Display in the grilling or lean sections of your meat case or next to premium steaks. Even as a small roast, it grills well. It's also merchandises well next to pork tenderloins due to its unique size and upscale application.
- Use signage to communicate characteristics and call attention to this new cut. Consider messages like:

Lean and Tender	Great Beef Flavor!	Small Roast Packed with Power!
Everyday Gourmet	New Cuts	Grill Healthy

Contact a National Cattlemen's Beef Association representative or visit rdbranch.com for more information on available signage and labels.

- Reach convenience-oriented consumers by including these cuts in the service case as part of your tumbling or dry rub program.
 - Cut steak in larger medallions and bacon wrap to promote in the service case with dry rub program.
 - Single portion Beef Wellington is another value-added application.
- Merchandise the whole Shoulder Petite Tender in a 20s style tray.
- If you do not have a black tray program, consider introducing these new cuts in black trays to attract attention.
- Apply on-pack labels with cooking and carving information.

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PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Shoulder Petite Tender at store level. (See sampling tips in this folder).
- After the cut is established consider running a reduced price ad feature.
- Include these cuts in a grilling-themed promotion in your weekly circular.
- **Frequent Shopper Card** – Send coupons or other introductory offers to consumers who purchased extra lean 90% or higher ground beef or pork tenderloin.
- **In-Store**
 - Place a “Try our New Petite Tender” sign on the front doors or windows.
 - Use intercom announcements to tell the full story on this new cut.
 - Direct consumers to these cuts in the case through:
 - **Case dividers**
 - **Signage**
 - **Rail Strips**

EDUCATION

Research shows that some consumers don't feel confident preparing beef. Make sure your customers know how to prepare the Petite Tender.

- Best cooking methods: grill, sauté, roast
 - Tender without marinate
 - Best when cooked at 145°F.
- Cooking and serving ideas
 - Grill or roast and slice for sandwiches on a crusty baguette with caramelized onions, Havarti cheese and horseradish mayonnaise.
 - Marinate briefly in teriyaki sauce, grill and serve with cilantro-scented rice.
 - Grill, carve and serve in a classic Caesar salad.
 - Slice into medallions and sauté with garlic, onion, soy sauce and olive oil.