

## SELLING TIPS FOR THE

# Western Griller and Western Tip Steaks

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

## PRICING AND YIELD

**Western Griller Retail Price: moderate**

**Western Tip Retail Price: moderate**

- Use the 171B Beef Bottom Round, Outside (Flat) 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 denuded bottom round is approximately 10 to 12 pounds, yielding many packages to fill the case.**

## 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

- Leave the external fat on these great beef steaks and display in the grilling section of your meat case.
- Remove the external fat from these great beef steaks and display in the lean section of your meat case.
- Leave this extra flavorful muscle whole for a great London Broil application or cut extra thick for Swiss Steak.
- Use signage to communicate characteristics and call attention to these new cuts. Consider messages like:
  - Great New Steak**
  - Lasso savings on the Western Griller or Western Tip**
  - Great Take on the Everyday Steak**
  - Try the Big and Bold Western Griller**
  - Lean, Wholesome, Nutritious and New!**
  - Western Round Up Sale**Contact a National Cattlemen's Beef Association representative or visit [rdbranch.com](http://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.
- Merchandise the Western Griller or Western Tip Steak in a 4s style tray.
- Great steak to merchandise for family or economy packs.
- 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.

# Western Griller and Western Tip Steaks

## Selling Tips for the Western Griller and Western Tip

### PROMOTION

- At launch, run bi-monthly advertising features at regular pricing to generate awareness and stimulate trial.
- During this promotion period, sample the Western Griller Steak 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 Top Round Steak, Full Cut Round Steak or Pork Steak.
- **In-Store**
  - Place a “Try our New Steaks” sign on the front doors or windows.
  - Use intercom announcements to tell the full story on these new cuts.
  - 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 Western Griller and the Western Tip.

- Best cooking methods: marinate and grill, broil, braise
  - Benefits from a tenderizing marinade.
  - Best when cooked at 145°F.
- Cooking and serving ideas
  - Marinate steaks with Southwest seasonings and grill with chili-dusted potato planks.
  - Rub marinated steaks with garlic and pepper; grill with onion, pepper and zucchini slices, sprinkled with Parmesan cheese.