

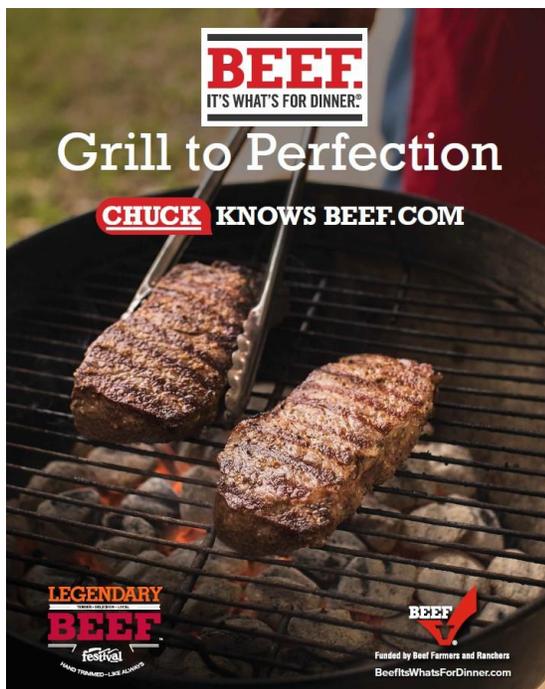
Wisconsin BEEF COUNCIL

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FOR IMMEDIATE RELEASE

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Wisconsin Beef Partners with Festival Foods



One of Wisconsin's largest retail supermarket chains, Festival Foods, and the Wisconsin Beef Council have partnered to bring "Chuck Knows Beef" to their customers. This summer, all 30 Festival Foods stores had posters promoting grilling steaks and "Chuck Knows Beef".

The way consumers shop and interact with brands is changing. Mobile devices and smart speakers have made it possible to shop anywhere at any time through a growing number of channels. But, at the same time, we know that shoppers are looking for more information about their food.

According to the 2018 Power of Meat Study, 83% of shoppers only purchase a few cuts of meat, but 42% would branch out with more cut knowledge. Shoppers often don't have the patience to wait to talk to someone at the meat case, or don't want to interact with a human at all, but they still want recipes and

answers to questions about meat preparation and shelf life. The same study revealed the industry can drive demand, and sales, by teaming up to enhance shoppers' meat knowledge. With more knowledge, shoppers purchase a greater variety of cuts and increase store loyalty, spending and trips.¹

Festival Foods has seen this changing shopping dynamic and has enlisted the help of the beef checkoff. As a result, the Wisconsin Beef Council partnered with Festival Foods to bring "Chuck Knows Beef" to their customers.

From recipes to cooking tips and more, “Chucks Knows Beef” is your go-to guy – or robot – for all the beefy answers. Powered by Google’s Artificial Intelligence, Chuck can provide all the information found on *Beef: It’s What’s for Dinner*. through the ease of a computer, mobile phone, Amazon Alexa or Google Home Assistant. Festival Foods has added a banner ad on their website meal planning/recipe page which links directly to ChuckKnowsBeef.com. All 30 Festival Foods stores also hung posters this summer promoting steaks on the grill and Chuck. The banner ad on the Festival Foods website has accounted for 257 visitors to Chuck and 36 questions asked to Chuck.

Ibotta Digital Coupon Promotion

But this is not the first time Festival Foods and the Wisconsin Beef Council have partnered together to increase beef sales. Just last summer, the WBC, Festival Foods and Festival’s beef supplier JBS USA partnered to bring together a summer-long digital beef coupon promotion through Ibotta.

Mobile coupons and smart shopping are not a hobby for consumers, but a lifestyle. Clipping coupons from the Sunday paper is falling to the wayside, due to many online digital couponing apps – such as Ibotta! Ibotta is a free mobile coupon and cash-back shopping app for mobile phones. With Ibotta, shoppers can earn cash back on select products by performing easy tasks, such as purchasing the product, then providing proof of purchase.

All three partners equally cost-shared a retail rebate of \$1.00 off a fresh Ground Sirloin or Ground Round purchase at any of the 30 Wisconsin-based Festival Foods stores. The promotion funded 11,950 rebates and made over 1.06 million brand impressions.

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The Wisconsin Beef Council is a producer-directed not-for-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen’s Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin’s \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle related organizations from around the state.

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1. The Power of Meat: An In-Depth Look at Meat and Poultry Through the Shoppers’ Eyes 2018, Food Marketing Institute, Foundation for Meat & Poultry Research & Education