

VEAL

- ✓ Delicious
 - ✓ Nutritious
 - ✓ Easy to Prepare
-  VealMadeEasy.com

Retail Promotion

Veal Retail Promotions

- ✓ Increases category profits
- ✓ Gives today's consumers additional meal solutions
- ✓ Provides on-line veal marketing
- ✓ Provides in-store veal marketing
- ✓ Provides higher basket rings
- ✓ Promotes veal's healthy attributes



Q-1 Promotion: Healthy Eating with Veal

Overview:

- TV Commercials airing in markets indexing high in veal consumption
- On-line & social media advertising to reach today's home cooks
- Recipes for Healthy Eating with Veal
- Consumer sweepstakes to win Free Groceries
- Program dates: January 16 –March 31, 2012

Retailer receives:

- Free** on-pack corner or rectangular recipe labels
- Free** ad slicks for your circular and website
- Free** grocery sweepstakes to advertise in ads

Retailer provides:

- Run an ad on veal during the promotional time period
- Provide a link to Veal Made Easy website from your chain's website
- Place Veal Recipe Labels on pack during the promotional period
- Provide sales results from promotional period compared to previous year
- Sign up by DECEMBER 15, 2011**



CONTACT: Laurie Siegel at 203-341-8527 (lsiegel@streetmarc.com)

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