



Veal Retail Marketing FY 2012

Healthy Eating w/Veal 1/16 thru 3/31/2012

- Highlight Low-Calorie /Healthy recipes
- Possible Brand Partnership featuring a new recipe & possible coupon/rebate
- Recipe Labels on-pack
- Consumer Sweepstakes to win free groceries
- Website refresh
- TV spots in top markets
- Online Media
- Social Media
- E-blasts: January – March



February NCBA Meeting

- Provide Veal Retail & Foodservice update for marketing
 - Create new brochure similar to Veal Estate for 2012

Spring: 4/1 thru 5/31/2012

- Website refresh
- E-blasts: April & March

July NCBA Meeting

- Provide Veal Retail update

Summer/Grilling Focus: 6/1 thru 9/3/2012

- Highlight Grilling recipes
- Possible Brand Partnership, new recipe & coupon/rebate
- Recipe labels on-pack
- Website refresh
- E-blasts: June – August with possible brand coupon offer
- Social Media



Fall/Columbus Day: 9/12 – 10/31/2012

- Highlight Italian recipes
- Possible Brand Partnership, new recipe
- Recipe labels on-pack
- Sweepstakes or Contest & entry site
- Website refresh
- TV spots in top markets
- On-line Media
- Event or Cooking demo
- Social Media / E-blasts: September/October

& coupon/reba



Eblast Schedule:

- Nov.- Dec. – Holidays (2011)
- January 2012 - Healthy Eating Promotion
- February - Super Bowl or V-Day + Promotion
- March - March Madness/Party + Promotion
- April – Spring/Healthy Eating
- May – Cinco de Mayo
- June – Father’s Day/Grilling
- July – July 4th/Grilling
- August – Labor Day/Grilling
- September – Columbus Day Promotion
- October – Columbus Day Promotion

VealMadeEasy.com Updates Schedule:

- Nov. – Dec. - Holidays (2011)
- January – March: Healthy Eating Promotion
- April – May: Spring/Q1 Winner Announcement
- May – August:
 - Memorial Day
 - Father’s Day logo + recipe call out
 - July 4th logo + recipe call out
 - Labor Day logo + recipe call out
- September – October: Fall/Columbus Day Promotion
- December: Winter Recipes

The collage features several key marketing assets:

- Eblast Headers:** Multiple instances of the 'VEAL' eblast header, featuring the 'Delicious', 'Nutritious', and 'Easy to Prepare' icons, along with the VealMadeEasy.com logo.
- Website Screenshots:**
 - A screenshot of the website's main navigation bar with categories like 'Easy Recipes', 'Meal Kits', 'Meatballs', 'Veal TV', 'Special Offers', 'Links', and 'Contact Us'.
 - A screenshot of a 'Win a Trip to Italy' promotion, celebrating Columbus Day with a contest to win a 10-day Italian vacation.
 - A screenshot of the 'Cook's Corner' section, highlighting 'Make it Special with Ground Veal' and 'Quick & Tasty' recipes like 'Veal Meatballs'.
 - A screenshot of a 'Win FREE Groceries!' promotion, encouraging users to add delicious, nutritious veal to their shopping list.
- Recipe Cards:**
 - Pepper-Lime Veal Fajitas:** A recipe card for a dish that takes 4 servings, featuring ingredients like ground veal, bell peppers, onions, and jalapenos.
 - Veal Meatballs, Italian-Style:** A recipe card for meatballs and sauce, listing ingredients like ground veal, onion, garlic, and tomato sauce.
 - Perillo's Ours:** A recipe card for Italian veal meatballs and sauce, mentioning Perillo's Extra Virgin Olive Oil.
- Other Content:**
 - A 'Happy 4th of July' eblast featuring a 'VEAL GREAT ON THE GRILL' banner and 'Chef Dave's Grilling Tips'.
 - A 'Celebrate Cinco de Mayo' eblast with a 'VEAL' logo.
 - A 'Discover Veal!' eblast promoting the website as the source for Italian veal recipes.

VEAL RETAIL MARKETING PLAN 2012

Level 1 = Fully integrated campaign
 Level 2 = Multiple tactics
 Level 3 = Web/Online Only



Campaign Activities	Nov - Dec 2011	Jan - Mar 2012	Apr - Jun 2012	Jul - Sep 2012	Oct 2012
Consumer Initiatives					
Holiday (Level 3)	Level 3				
Healthy Eating (Level 1)	Level 1	Level 1	Level 1	Level 1	Level 1
Super Bowl/Valentine's Day (Level 3)		Level 3			
March Madness/Party (Level 3)		Level 3	Level 3		
Spring (Level 3)			Level 3		
Mother's Day/Cinco De Mayo (Level 3)			Level 3		
Summer Grilling (Level 2)				Level 2	
Father's Day (Level 3)			Level 3	Level 3	
Fourth of July (Level 3)				Level 3	
Labor Day (Level 3)					Level 3
Italian/Columbus Day (Level 1)					Level 1
EBLAST (Level 3)	Level 3	Level 3	Level 3	Level 3	Level 3
Social Media (Level 3)	Level 3	Level 3	Level 3	Level 3	Level 3