

Make Meat Sales *Sizzle* During Barbecue Season

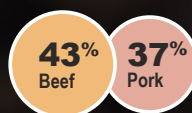
Highlighting high-quality meat options can drive shopper interest and excitement

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Barbecue is a popular preparation style and flavor:



"Quality and taste are the primary reasons I choose _____ instead of other items".⁴



39% of consumers say **barbecue** is their favorite preparation style for **beef**, and **42%** say so for **pork**³



26%
of shoppers prefer a manufacturer brand when buying fresh meat, versus a smaller percentage wanting private label⁵

...and data shows they eat it very frequently:



More than one-third of consumers say they have eaten it in the past seven days¹

Most popular **barbecue** styles in America⁴

- 1 Kansas City
- 2 Texas
- 3 Memphis
- 4 Hawaiian
- 5 Louisiana
- 6 South Carolina

Among consumers who make it at home:

33% prefer the traditional preparations of smoking or slow-cooking

...but **40%** opt for the speed and convenience of barbecue-flavored foods, using sauces to impart flavor rather than as a cooking method¹



No matter how they prepare it, though, **68%** say the right variety and cut of meat is a must-have for great-tasting barbecue at home¹

Indicators of premium quality in **BEEF**:

- Medium or fine marbling
- Modest 00 (or higher) marbling
- USDA upper 2/3 choice (or higher)
- Grade A maturity

Indicators of premium quality in **PORK**:

- Consistent marbling
- Deep pink in color
- Firm texture

Retailers should offer meats from a brand that has this type of quality as well as barbecue sauces that incorporate consumers' barbecue preferences

Give customers the chance to **make the best barbecue they've ever had** with *Chairman's Reserve*® beef and pork from Tyson Fresh Meats, Inc.

Visit ChooseChairmans.com for more information



Sources:

¹Datassential 2015 Menu Trends Keynote Report

²Meat Consumer Segmentation 2.0 Research, Midan Marketing, 2019

³Technomic's 2019 Center of the Plate: Beef & Pork Consumer Trend Report

⁴Technomic's 2019 Flavor Consumer Trend Report

⁵The Power of Meat 2019 (C) Food Marketing Institute, The Foundation for Meat and Poultry Research and Education