

BEEF. ITS WHATS FOR DINNER. MEAL SOLUTION BUNKER – SUMMER

An effective way to help your shoppers find healthy, seasonal meal ideas while at the same time increasing in-store sales is to create a bunker of all ingredients for a recipe. This concept eliminates common consumer barriers to eating more frequent family meals – lack of new meal ideas and limited time – and cross promotes products from varying departments of the store.

Creating a Recipe Bunker

The *Santa Fe Grilled Beef Steaks & Corn* will be used for this recipe bunker.

Instructions:

1. Use refrigerated endcap bunker in meat department as display.
2. In one side of the bunker, merchandise beef T-Bone or Porterhouse Steaks.
3. In the other side of the bunker, merchandise fresh corn in husks and butter.
4. Above the bunker or on wings of the bunker, display shelf stable items from the recipe, jarred chopped garlic, steak sauce, chili powder and ground cumin.
 - a. Partner with your supplier or broker to secure promotional pricing on key items.
 - b. Promote private label brands of garlic and spices in the display.
5. Follow all food safety operating procedures for displaying food items.
6. Use a clip to post recipe cards above the bunker or create a sign using the recipe, which shoppers can take a photo of with their phone.
7. Promote and communicate the Meal Solution Bunker through various channels:
 - a. Promote the meal solution recipe and bunker in social media.
 - b. Include a mention or picture of the bunker in your circular.
 - c. Educate in-store employees about the bunker with focus on encouraging shoppers to visit this display.
8. Have the Meal Solution Bunker promotion for a minimum of two weeks.
9. Measure the effectiveness of the program by tracking the following:
 - a. Sales of each bunker item, compared to prior month, same time period of the prior year and for the two weeks following the promotion.
 - b. Number of likes, retweets, and comments in social media.
 - c. Feedback from in-store employees.

Santa Fe Grilled Beef Steaks & Corn

Makes 8 servings

INGREDIENTS

2 beef T-Bone or Porterhouse Steaks, cut 1 inch thick
(about 2 pounds)
4 ears sweet corn, in husks
3 tablespoons butter

Chili Glaze:

1/2 cup prepared steak sauce
2 cloves garlic, minced
1-1/2 teaspoons chili powder
1/2 teaspoon ground cumin



COOKING

1. Peel corn, leaving husks attached at base; remove silk. Rewrap corn in husks; tie closed. Soak in cold water 30 minutes. Combine glaze ingredients; remove and reserve 1/4 cup.
2. Drain corn. Place on grid over medium, ash-covered coals. Grill, covered, 20 to 30 minutes, turning frequently.
3. After 5 or 10 minutes, place beef steaks on grid with corn. Grill, covered, 11 to 16 minutes (over medium heat on preheated gas grill, 15 to 19 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally and brushing with glaze during last 5 minutes.
4. Combine reserved 1/4 cup glaze and butter in 1-cup glass measure. Microwave on HIGH 1-1/2 to 2 minutes, stirring once. Carefully peel corn; brush with chili butter. Serve with steaks and remaining chili butter.

Nutrition information per serving: 400 Calories; 23g Total Fat; 11g Saturated Fat; 9g Monounsaturated Fat; 74mg Cholesterol; 729mg Sodium; 24g Total carbohydrate; 24g Protein; 3.6mg Iron; 5.3mg Niacin; 0.4mg Vitamin B6; 81.4mg Choline; 1.9mcg Vitamin B12; 4.5mg Zinc; 10.3mcg Selenium; 2.9g Fiber.