

## Canada Beef Launches 3 NEW beef how-to-cook kits for retailers

Staying at home because of COVID-19 means consumers are cooking. And we're here to help! Canadians are buying more beef and cooking meals daily. 'What's for dinner?' is the big question during this stay-at-home time. Consumers have the need; they have the time and they have the interest.

Canada Beef consumer research findings demonstrate that 70% of Canadian beef buyers want to improve their beef cooking skills so the time is right to develop new tools for retailers to help their customers cook beef. To do this, Canada Beef is pulling together three cooking education-based tool kits for retailers to choose from:

**#1 Cooking Know-how Labels** Available for print-on-demand production, these new on-pack labels feature Canada Beef's tried, tested and true 3-Step Standard Cooking Instructions for nine standard Canadian beef cuts. Printed on transparent material, these clear-view labels are designed to minimize the on-pack area dominated by the label – people want to see their meat! Also available is a scale label text format with helpful cooking icons & QR codes which link to Canada Beef how-to-cook lessons. Available to retailers to generate on-pack cooking instruction labels on-site as part of the pricing label. FREE First Time Offer available here [How-to-Cook Label Program](#)

### How-to-Cook Label Program

TWO NEW on-pack label tools



**#2: The One & Only Beef Program** This beef-pride kit adds some fun to the meat case with snippets of beef-humour along with The Meal-maker ground beef recipe booklet to help Canadians make nourishing ground beef meals with inspiring recipes that go beyond spaghetti & meatballs! FREE Starter Kit available [here](#).



### #3: The Independent Retailer Program (IROP)

This Canadian-proud kit was launched earlier this year, designed to help customers buy and cook beef that's raised right here. Each kit features The Handbook customer guide on how to buy and cook all Canadian beef & veal cuts with standard cooking instructions and a sampling of inspiring recipes. FREE Starter Kit available [here](#).

