



Veal

Make it Memorable

The last Veal promotion that the Indiana Beef Council sponsored at the Fort Wayne Italian restaurant chain of Casa was in 2013. At that time, the restaurant reported that they increased the sale of Veal dishes over the previous four-week period by 50%.

To support Indiana's veal producers, the Council again engaged the restaurant in a foodservice promotion that would result in a real increase in the sales of veal products at the 3-restaurant chain of Italian eateries.

During the month of February, Casa Restaurants distributed a menu insert to encourage the orders of veal. The two dishes offered during the promotion were Vitello Peretti and a Veal Meatloaf. Wait staff was incentivized to encourage a Veal dish to all diners. Each time a Veal dish was ordered, the waiter or waitress entered their name in a weekly drawing for a chance to win a \$25.00 Visa Gift Card. There were 4 weekly drawings at each location.

The restaurant promotion was supported by 25-:60 second spots each week on WOWO and K105 radio stations. The reach for the media was 132,900 adults 18+ and the gross impressions were 1,326,900. Each station aired the same weekly pre-recorded ads on streaming to reach mobile/app users a minimum of 50 times per week (400 combined total). Gross impressions –

25,500 adults. The stations also delivered Email Blasts promoting the Veal promotion that also included Veal industry information and make at home recipes. Reach – 37,750 adults.

The four-week promotion emphasized that veal is not only nutritious, but a great way to cut calories. A standard 3 oz. portion of many cuts of veal is less than 400 calories. Helpful online veal recipes and preparation videos were also provided within the outreach.