

Ignite Your Grilling Profits

with America's #1 Better For You Beef Brand*



When paired with Private Brand, Pre drives strong segment growth and incrementality, without Private Brand cannibalization.

Grass Fed/Organic Steak Segment Consumption Dollars / Store / Week			
	2019	2020	%Chg
Total Grass Fed / Organic steak	\$340	\$688	+102
Pre	N/A	\$224	N/A
Private Label	\$235	\$350	+49
Other	\$104	\$114	+9

- ✓ Exacting 15 pt. specifications
- ✓ 100% grass fed & finished beef
- ✓ No sub-therapeutic antibiotics, hormones, non-GMO, Halal
- ✓ Patented, proprietary packaging for superior shop-ability
- ✓ Strong digital marketing and ecommerce presence
- ✓ Full assortment of case ready steaks, grinds and chuck



Contact Dave Meltzer for introductory programming
DMELTZER@EATPRE.COM



*Source: Nielsen Q1 2019/2020 Retailer A Introduction POS