



Help Customers Boost Their Health During Grilling Season!

Today's shoppers want to make sure they get the most value for their dollar, and that means buying nourishing food they feel good about eating and feeding their family. While inflation is a concern for many shoppers, McKinsey, a global strategic consulting firm, reports that consumers aren't sidelining their healthy-eating focus. It's all about balancing price with great taste and good nutrition, and beef is a popular food choice that will nourish and satisfy the whole family! With summer around the corner, it's time to help your customers "beef" up their healthy grilling menus! From suggesting unique burger options to cooking the perfect steak, you can guide customers with tips, tricks, and recipes to inspire their summer menu to feature seasonal tastes and good nutrition.



Create Nutritious eCommerce "Grab n' Grill" Bundles

Use summer holidays such as Father's Day, or July 4th to curate bundles of products on eCommerce that provide all the fixings for delicious and nutritious grilling menus. Examples include a burger bar, marinated steaks or beef kabobs. [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) provides hundreds of recipes and grilling tips for consumers to make their outdoor event a success. Emphasize the nutritional benefits of entertaining at home and provide value-added meal accompaniments from your store, such as prepared green salads and veggies, pre-cut fruit or whole grain side dishes for extra nutrition and convenience.



Showcase Beef's Versatility & Nutrition with Videos

Help consumers expand their grilling repertoire by creating a series of social media videos that showcase a variety of different steaks on the grill. Share grilling tips, food safety steps and discuss methods for tenderizing lean beef cuts with [marinades and seasoning steaks with rubs](#). Highlight the [nutrition attributes](#) beef provides to keep customers energized and healthy such as protein, iron, zinc and B vitamins. Connect with your meat buyer to understand what cuts are available and find recipes at [BeefItsWhatsForDinner](https://www.beefitswhatsfordinner.com).



Promote Healthy Grill Pairings with Beef and Local Produce

Team up with your state Beef Council and highlight local summer produce and beef on the grill. Emphasize sustainability, support for local growers, and affordability, along with the key nutrients these nourishing foods provide to complement each other. Post signage in the produce and meat departments with tips on grilling produce and display some fruits and vegetables that can be grilled alongside steaks or burgers or served as a cool, refreshing side to complement a hot, grilled-to-perfection steak. Offer shoppers a summer calendar for grilling that features local produce items like zucchini, summer squash, eggplant, potatoes, onions, peppers, etc., with links to recipes like these:

[Beef Strip Steaks with Balsamic Grilled Vegetables](#)

[Grilled Steak and Watermelon Salad](#)

[Berbere Spiced Grilled Flat Iron with Garlic-Herb Grilled Eggplant](#)