

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

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 provides a special recipe idea for the holidays and cross promotes products from varying departments of the store.

Creating a Recipe Bunker

The *Classic Beef Tenderloin with Cranberry Drizzle* 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 Tenderloin Roasts.
3. In the other side of the bunker, merchandise produce items – Brussels sprouts and fresh thyme.
4. Above the bunker or on wings of the bunker, display shelf stable items from the recipe, including cipollini onions, olive oil, balsamic vinegar, shallots and cans of whole berry cranberry sauce.
 - a. Partner with your supplier or broker to secure promotional pricing on key items.
 - b. Promote private label brands of cranberry sauce, balsamic vinegar and olive oil 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 for a special holiday meal solution.
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.

Classic Beef Tenderloin with Cranberry Drizzle

Makes 12 servings

INGREDIENTS

1 beef Tenderloin Roast Center-Cut (about 2 to 3 pounds)
2 pounds cipollini onions, peeled
2 pounds small Brussels sprouts, trimmed
1 tablespoon olive oil
1-1/4 teaspoons salt, divided
2 tablespoons chopped fresh thyme
1 tablespoon pepper

Sauce:

1/3 cup balsamic vinegar
3 tablespoons finely chopped shallots
1 can (16 ounces) whole berry cranberry sauce



COOKING

1. Heat oven to 425°F. Combine onions, Brussels sprouts, oil and 1 teaspoon salt on metal baking pan; toss to coat. Set aside.
2. Combine thyme and pepper; reserve 1 teaspoon thyme mixture for sauce. Press remaining thyme mixture evenly onto all surfaces of beef roast.
3. Place roast on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef. Do not add water or cover. Place vegetables in oven with roast. Roast beef in 425°F oven 35 to 45 minutes for medium rare; 45 to 50 minutes for medium doneness. Roast vegetables 45 to 50 minutes or until tender and lightly browned.
4. Meanwhile, prepare sauce. Combine vinegar and shallots in small saucepan; bring to a boil. Reduce heat; simmer 3 minutes. Stir in cranberry sauce; bring to a boil. Reduce heat; simmer 6 minutes to blend flavors, stirring occasionally. Remove from heat; stir in reserved 1 teaspoon thyme mixture and remaining 1/4 teaspoon salt. Keep warm.
5. Remove roast when meat thermometer registers 135°F for medium rare; 145°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10° to 15°F to reach 145°F for medium rare; 160°F for medium.)
6. Carve roast into slices; season with salt, as desired. Serve with vegetables and sauce.

Nutrition information per serving: 370 Calories; 9g Total Fat; 3g Saturated Fat; 4g Monounsaturated Fat; 67mg cholesterol; 458mg Sodium; 44g Total carbohydrate; 30g Protein; 3.5mg Iron; 7.9mg Niacin; 0.8mg Vitamin B6; 115.7mg Choline; 1.4mcg Vitamin B12; 5.1mg Zinc; 30.5mcg Selenium; 8.1g Fiber