

## **BEEF. ITS WHATS FOR DINNER. MEAL SOLUTION BUNKER – WINTER**

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 eliminates common consumer barriers to eating more frequent family meals – lack of new meal ideas and limited time – and cross promotes products from varying departments of the store.

### **Creating a Recipe Bunker**

The *Ground Beef and Pasta Skillet Primavera* 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 93% lean Ground Beef.
3. In the other side of the bunker, merchandise produce items – Yellow squash and zucchini.
4. Above the bunker or on wings of the bunker, display shelf stable items from the recipe, including reduced-sodium beef broth, whole wheat corkscrew pasta, no salt added, canned, diced tomatoes and Italian seasoning.
  - a. Partner with your supplier or broker to secure promotional pricing on key items.
  - b. Promote private label brands of broth, pasta, tomatoes and Italian seasoning 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.
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.

## **Ground Beef & Pasta Skillet Primavera**

Makes 4 servings

### **INGREDIENTS**

- 1 pound Ground Beef (96% lean)
- 1 (14-1/2 ounces) can reduced-sodium beef broth
- 1 cup uncooked whole wheat pasta
- 2 zucchini or yellow squash, cut in half lengthwise, then crosswise into 1/2-inch slices
- 1 can (14-1/2 ounces) no salt added diced tomatoes
- 1-1/2 teaspoons Italian seasoning



### **COOKING**

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring occasionally. Pour off drippings.

*Cook's Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.*

2. Stir in broth, pasta, squash, tomatoes and Italian seasoning; bring to a boil. Reduce heat, cover and cook 9 to 11 minutes or until pasta and squash are almost tender and sauce is slightly thickened, stirring occasionally.

*Nutrition information per serving:* 296 Calories; 6g Total Fat; 2.7g Saturated Fat; 0.5g Polyunsaturated Fat; 2.2g Monounsaturated Fat; 0.2g Trans Fat; 76mg cholesterol; 338mg Sodium; 28.2g Total carbohydrate; 31.7g Protein; 5mg Iron; 8.1mg Niacin; 0.5mg Vitamin B6; 82.3mg Choline; 2.4mcg Vitamin B12; 7mg Zinc; 18.4mcg Selenium; 3.1g Fiber