

## BEEF. ITS WHAT'S FOR DINNER. RECIPE DEMO - SPRING

This demo is designed to boost sales while helping shoppers acquire a new lunch idea that is easy, nutritious and quick to prepare. The demo highlights common products from across the store and can be executed near the meat case for easy access to ingredients. Make sure to promote the recipe demo hours in ad, online and with instore signage.

### Instructions for Mediterranean Beef and Salad Pita recipe demo:

1. Assemble cooking and sampling supplies for demo table:
  - Large nonstick electric skillet
  - Measuring cups
  - Mixing spoon
  - Knife
  - Cutting board
  - Paper towels
  - Gloves
  - Small disposable plates
  - Napkins
  - Hand sanitizer
2. Set up demo near a refrigerated bunker case if possible to hold ingredients – Ground Beef, red bell peppers, pre-chopped romaine salad, crumbled herb-flavored feta cheese, reduced-fat Italian dressing, Kalamata or ripe olives, white or whole grain pita breads.
3. Gather all ingredients (this is enough for making a single which makes approx. 40 2-bite sample sizes):
  - 1 pound lean Ground Beef
  - 1 medium red bell pepper, chopped
  - 4 cups pre-chopped romaine salad
  - 1 bottle reduced-fat Italian dressing
    - 1/3 cup crumbles herb-flavored feta cheese
  - ¼ cup chopped (or sliced) Kalamata or ripe olives
  - 4 pita breads
4. Assemble recipe per instructions below – (NOTE: recipe takes approx. 30 minutes to complete)
5. Sample Recipe, distribute recipe card and provide **key talking points** to shoppers:
  - Ingredients like feta, olives and pita bread give this salad a Mediterranean twist.
  - The Ground Beef gives it a boost of power-packed protein along with B-vitamins, magnesium and zinc.
  - Convenient ingredients like the pre-chopped peppers and romaine lettuce, crumbled feta and prepared dressing make this recipe simple to prepare
  - This recipe makes a deliciously satisfying lunch or dinner.
6. Measure the effectiveness of the demo by tracking the following:
  - Sales of key recipe ingredients, compared to prior month, same time period of the prior year and for 2 weeks following the demo.
  - Feedback from shoppers.

## **Mediterranean Beef and Salad Pita**

Makes 4 servings

### **INGREDIENTS**

- 1 pound Ground Beef
- 1 medium red bell pepper, chopped
- 4 cups chopped romaine lettuce
- 1/3 cup crumbled herb-flavored feta cheese
- 1/3 cup reduced-fat non-creamy Italian dressing or other vinaigrette
- ¼ cup Kalamata or ripe olives, chopped
- 4 pita breads, toasted



### **COOKING**

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef and bell pepper; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring occasionally. Remove from heat. 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. Add lettuce, cheese, dressing and olives to beef mixture; toss to combine. Top pitas with equal amounts of beef mixture.

*Nutrition information per serving:* 505 Calories; 24g Total Fat; 8g Saturated Fat; 8g Monounsaturated Fat; 81mg cholesterol; 843mg Sodium; 39g Total carbohydrate; 31g Protein; 4.7mg Iron; 8.3mg Niacin; 0.5mg Vitamin B6; 2.4mcg Vitamin B12; 3.2mg Zinc; 35.1mcg Selenium; 3.6g Fiber