

# CHB® Chubs

## Hit the Ground Running

For the past several months, the Certified Hereford Beef (CHB®) LLC staff has been working on the logistics and rollout of a new product launch — CHB Ground Beef Chubs. The chubs are 1-, 3- and 5-lb. packages of ground beef with varying lean percentages in each size.

Previously, CHB ground beef came only in 10-lb. tubes, which retailers use to regrind and wrap in smaller packages to sell to customers. When National Beef Packing Co. developed the ability to produce the smaller packages, CHB LLC jumped at the chance to make available a more convenient and case-ready retail product.



Shonda Anderson, CHB LLC account manager, proofed the labels for CHB chubs at an Alcan Packaging plant before the final prints were made.

“Ground beef accounts for more than 50% of meat sales for almost any retailer,” says Jared Long, CHB LLC account manager. “The chubs give us the chance to fill much more of our customers’ meat cases and better utilize trim product to capture added revenue.”

To help ensure successful entrance into the marketplace, CHB LLC invested significant time and effort into developing an attractive design for the chub packaging. “Even if you have the most brilliant new product on the market today, it absolutely won’t sell unless it catches the customer’s eye,” says Shonda Anderson, CHB LLC account manager.

The final chub “look” was produced internally by Hereford Publications Inc.’s Creative Services department. It features a tempting hamburger, the CHB logo and a bright red background. “We chose red because it’s a meat color, a Hereford color and most importantly because it stands out in the meat case,” Anderson says.

The chubs first hit meat cases the end of August in Coborn’s grocery stores. The chain has replaced its entire commodity chub program with CHB Chubs. Brad Ellefson, CHB LLC account manager for Coborn’s, expects the 26 stores will sell more than 1 million lb. of ground beef in chub form in a year’s time, a strong start for the new product. **HW**



Pictured is one of seven labels for the new CHB Ground Beef Chubs. The chubs are available in 1- and 3-lb. packages at 93%, 85% and 81% lean; 5-lb. packages are available only at 81% lean.

