

VEAL



ESTATE

Veal

*...moleed in
... carrots and garlic with a tomato
sauce, served with a side of Saffron rice.*



Veal Martini

*Veal Cutlet with shitake mushrooms,
sun-dried tomatoes, button mushrooms and
shallots cooked in a Marsala and tomato
sauce, served with a side of French green beans.*



Piedmontese-style Stuffed Veal

*Butterflied veal tenderloin stuffed with
shallots, mushrooms, cheeses, and herbs,
served with potato croquettes.*



*2010
Success*

10 New Chains

5 New Menu Items

Launched New Website:

VealFoodservice.com

Industry Events



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making our move on the menu

A good time to invest in veal estate



VEALFOODSERVICE.COM

Forecasters predict 2011 could be the year that consumers return to dining out. Possibly even better news for veal is a clear trend to eat healthier. Look for delicious, nutritious veal dishes to occupy more Veal Estate, at both casual and fine dining establishments.

2010 Foodservice recap: Finding a home center of the plate

New Veal Foodservice Website - Targeting industry professionals and focusing on "what matters most" to menu decision makers, the new site launched in July features over 115 recipes in a database that can be navigated by cut, dish and type of cuisine. There's also an A to Z area on veal basics, nutritional information, news and event sections, a Chef's Corner and more. Check it out at VealFoodservice.com.



New Chains Add Veal Dishes to Menus



Event Participation - Veal was front and center at a number of influential industry shows.

- 2010 NAMP Meat Buyers Guide Re-launch Event in Chicago.
- NAMP Center of the Plate Conference at Texas A&M University in partnership with the Texas Beef Council.
- 2010 Southwest Foodservice Expo, sponsored by the Texas Restaurant Association in Houston.



2011 Strategies:

On the menu for the New Year

Veal Food Service Marketing will continue to leverage its successful strategy of working within the industry to secure new menu items and communicate the value and versatility of veal.

Key programs will include:

- Development of more branded partnerships with complementary products like Chateau Ste. Michelle Wine.
- In-store promotions at numerous restaurants across the country.
- Culinary education program with veal curriculum.
- Major participation in industry conferences.
- Creation of a Big Idea foodservice advisory group
- Waitstaff training and more.



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