



More than four out of five grocery shoppers were willing to pay at least \$1 more per pound to upgrade to the *Certified Angus Beef* brand.

CAB[®] Brand

Research shows consumers recognize and are willing to pay a premium for the brand.

by
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A nationwide study confirms that the premium quality of the *Certified Angus Beef*[®] (CAB[®]) brand resonates with consumers. Seventy-five percent of those interviewed by Firebox Research & Strategy of Beachwood, Ohio, ranked the CAB brand logo as representing the highest-quality Angus beef available. Moreover, they said they would pay more for it in restaurants and grocery stores.

The research builds on findings from 900 in-store intercepts in 2007 and focus groups in 2010. The latest information adds results from 900 U.S. store intercepts in 2013, as well as a Web survey of 1,100



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consumers from the United States and Eastern Canada. Participants in the studies were age 35-54, 75% women and 25% men, with annual household income of \$50,000 or more, who consume beef at least once or twice per week.

“The studies provide two very different views of the consumer,” says Michael Schiller, managing director of Firebox Research & Strategy and the primary researcher on the studies. “The Web survey allows us to look at the consumer market for premium beef, while the in-store survey gives us great insight into customers who shop at stores carrying the *Certified Angus Beef* brand in their meatcase.”

Resonates With Consumers

The brand's logo advanced to 94% consumer recognition, more than double the closest ranking brand and 3 percentage points higher than in 2007. Given a list of beef grades and brands by name, awareness for the *Certified Angus Beef* brand name rose to 92%, which is 5 points higher than in 2007.

The *Certified Angus Beef* brand is not only recognized, but regarded by consumers as the best of any grade or brand of beef. The brand's logo outranked other Angus brands and received the highest quality rating by 75% of consumers surveyed. When it comes to the brand's name, nearly six in 10 say they expect beef items marked with the *Certified Angus Beef* brand name to be the "best- or top-quality beef."

"Positive perception is essential," says Tracey Erickson, the brand's vice president of marketing. "Consumers have a very strong perception of the brand's quality and associate it with the logo when dining out and shopping at grocery stores."

Editor's Note: *Crystal Meier is a publications manager for Certified Angus Beef LLC. Firebox Research & Strategy is a marketing research consultancy founded in 2002 by former advertising professionals and brand marketing*

executives seeking quality research to help businesses bring products to market. The company brings together a team of MBAs, account executives, brand strategists and former CMOs to deliver a business-minded approach to

research services, client business models and strategic consultation. Firebox is founded on the principle that every brand is unique and appeals to a slightly different market, bringing a fresh approach to each client and project.



Seventy-five percent of those interviewed by Firebox Research & Strategy ranked the CAB brand logo as representing the highest-quality Angus beef available.

The Web study yielded nuggets for retailers, with more than four out of five grocery shoppers willing to pay at least \$1 more per pound to upgrade to the *Certified Angus Beef* brand. When consumers were hypothetically given \$20 for their next beef purchase, they preferred the brand by 2-to-1 over competing brands.

Similar results for foodservice indicate that nearly 70% of restaurant patrons are willing to pay \$3 more to upgrade an \$18 beef menu choice to the *Certified Angus Beef* brand. The results also show that nearly eight in 10 consumers say restaurants offering the brand are perceived as better in quality than those that don't.

In a separate 2013 Web study surveying 999 U.S. consumers, nearly half would be willing to drive up to 30 minutes to purchase a *Certified Angus Beef* brand offering at a restaurant and another one in 10 would travel longer. For purchases at a grocery store, three in 10 would travel up to 30 minutes, and nearly one in 10 would travel longer.

"This a valuable message for the thousands of retailers and restaurateurs dedicated to featuring the *Certified Angus Beef* brand," adds Erickson. "When it comes to beef, premium quality wins consumer loyalty."