

# Handheld Snacks

Kids want their snacks quick, fast and easy. They want food right after school, while doing homework or before playing with friends — with one caveat: They don't want to have to cook. Meanwhile, parents want nutritious food they can grab

and serve on the go while multitasking through their daily lives. The beef checkoff has met these tough demands and introduced healthy, handheld beef snacks for kids and parents.

The Beef Innovations Group (BIG) has

utilized checkoff dollars and responded to consumer demands by researching, creating, testing and bringing to market four new handheld products:

- Beef Snackwich: A self-contained bun stuffed with a beef and sauce filling.

- Steak and Egg Breakfast Bites: Steak, egg and cheese in a potato crumb coating.
- Breakfast Pancake Flip: Beef sausage, egg and cheese in a pancake.
- Standing Beef Sandwich: A hollowed-out bun, turned upright and stuffed with beef and other ingredients.

“These new convenience products fulfill consumer needs, add value to the beef carcass and therefore benefit producers,” says Cattlemen’s Beef Board member Bill Ehrke, dairy producer from Fort Atkinson, Wis., and member of the checkoff Joint New Product Committee. “As we continue to conduct valuable checkoff-funded research, we are able to bring more products to the market that meet the wants and needs of consumers and provide new alternatives for kids.”

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**As lifestyles change, the checkoff changes the way beef is prepared and enjoyed.**

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The checkoff-funded new product process begins by generating as many breakthrough ideas as possible, paying particular attention to customers and consumers for unmet, unarticulated or under-met needs. External market and competitive trends are then analyzed and the newly generated ideas are filtered through qualitative and quantitative consumer research to bring the list of ideas to a more focused and on-target list of concepts to bring to life. Sensory testing provides direction for flavor, size and product interest — and the product goes to launch. In essence, the checkoff dollar goes a long way.

Of more than 100 concepts, 19 products were on the “chopping block” during the sensory phase. Four made their way through taste buds and testing by more than 200 consumers ages 5 to 18; others, such as Mini Ribs and Mini Meatballs, are making their way back through testing. Lonestar Bakery has agreed to further develop the Beef Snackwich, and Brooks Food Group will further develop the Steak and Egg Breakfast Bites.



**Editor’s Note:** This release is adapted from a release provided by the Cattlemen’s Beef Promotion and Research Board. The Joint New Product Committee will meet during the 2008 Cattle Industry Annual Convention and Trade Show in Reno, Nev., Feb. 6-9. For more information visit [www.4cattlemen.com](http://www.4cattlemen.com).