

Budweiser and Coleman Natural Launch Line of Beer-Basted Pork Products

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Beer and barbecue are a tried-and-true favorite of all backyard get-togethers, so it's no wonder that Budweiser and meat producer Coleman Natural have partnered-up to create a line of beer basted and infused meat products.

The companies unveiled the new line at the 2019 Meat Conference in Dallas, announcing a total of five ready-to-grill pork products. Including, St. Louis Style Pork Spareribs in full and half racks, Pulled Pork, Jalapeno Cheddar Brats and Beer Brats.

Of course, all the products contain a healthy dose of Bud, from the St. Louis Style Pork Spareribs and Pulled Pork which is drenched in a Budweiser beer sauce, to the Jalapeno Cheddar Brat and Beer Brats, which are both infused with Budweiser American lager.

"The processed meat department has been hungry for new innovations and new customers – The Budweiser and Coleman licensing agreement will drive sales in a flat category within this section of the store," said Bart Vittori, general manager of Coleman Natural Meats in a press release.

Aimed at a millennial consumer base, the companies are betting that these pre-prepared products will be a hit among time-hungry consumers looking for new convenient meal options and new flavor experiences.

“Budweiser is an iconic brand that is recognized throughout the US with impressive advertising and marketing. The Coleman and Budweiser partnership will help create awareness for the millennial consumers to stop and shop in the processed meat case,” said Vittori.

Time convenient products are also reinforced by trends among Gen Z, the next big group of consumers born between the mid-1990s to the early 2000s. This group gravitates towards frozen and pre-made food items as a result of their busy lifestyles, according to research from Packaged Facts.

Additionally, global restaurant industry consultants Aaron Allen & Associates found that this widely diverse group opts for experiential dining, culinary fusions, and fresh, natural foods, which also appears to be optimistic for this beer and meat flavor fusion.

“Introducing classic Coleman Natural Budweiser products to a new younger audience will bring generations of consumers from the beer aisle to the prepared meat case. Our great-tasting product and recipes will continue to bring them back time and time again,” said Mel Coleman, Jr., founding family rancher.

Consumer concern for animal welfare is also growing, with many customers demanding more transparency in how animals are raised and treated. In fact, according to a 2015 report by The Hartman Group, 47% of consumers surveyed said it is “very important” that companies avoid inhumane treatment of animals.

Coleman natural attempts to address these concerns by highlighting that the pork used in the products contains no antibiotics or added hormones, adding that the pork raised by farmers is also fed an all-vegetarian diet with no animal by-products.

“Coleman and Budweiser are combining their dedication to the US family farmers and animal welfare with these new products,” continued Vittori. “Coleman’s Budweiser products are 100% crate free, which is important as we expand this premium category to consumers across Main Street USA.”

The partnership between the two companies comes after Budweiser also released a line of premium self-branded barbeque sauces in 2016, that sauce is now being used in the Coleman pulled pork.