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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Something to Celebrate: *Beef. It's What's For Dinner.* Returned to Broadcast Television *Iconic beef advertising returned to television for the first time since 2003*

BILLINGS, MONTANA – Although the holidays may have looked a little different this year, the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, and the Montana Beef Council (MBC) made sure that beef is the center of the season through an integrated holiday marketing campaign. Whether gathering around the ‘Beef Drool Log’ or learning how to cook the perfect holiday meal with beef, *Beef. It's What's For Dinner.* had a little something for everyone this holiday season.

Hallmark Channel’s “Countdown to Christmas”

To remind consumers across the country that beef is the only protein that they want to feed their families during the holiday season, *Beef. It's What's For Dinner.* made a limited-time return to broadcast television. For the first time since 2003, Beef Checkoff-funded advertisements and the iconic *Beef. It's What's For Dinner.* brand was on television, airing ads during the Hallmark Channel’s “Countdown to Christmas” movies.

A new :15 commercial called the “Drool Log Holiday Movie” ran from November 16 through the end of 2020 with more than 50 showings. The checkoff-funded spots aired across highly popular timeframes, including movie “premiere” showings and during the highly coveted “Countdown to Christmas” weekend spotlight.

Return of the ‘Drool Log’

Last year, *Beef. It's What's For Dinner.* released the ‘Drool Log’—a two-hour long video of a Beef Prime Rib Roast slowly cooking over an open flame—which created quite the following with more than 14 million video views. This year, new versions of the Drool Log appeared through a robust series of digital and social media ads, including 'Twas the Night Before Beefmas - inspired by the popular poem, a beefy version perfect for sharing with friends and family, and Holiday Favorites - which featured the Drool Log slowly cooking while the narrator reads a list of more than 500 beef recipes that can be made during the holiday season, all found on BeefItsWhatsForDinner.com. The ‘Beef Drool Log’ videos were shared across digital and social media platforms and could be used as Zoom meeting backgrounds by families celebrating the holidays virtually. You can see all of the videos on the *Beef. It's What's For Dinner.* YouTube channel or by visiting www.BeefItsWhatsForDinner.com/Holidays.

Holiday Meal Planning

The *Beef. It's What's For Dinner.* brand also helped consumers navigate how to make the perfect holiday meal through fully integrated digital and social media efforts. Whether having a smaller family gathering or working with a tighter budget, there’s a beef option for everyone.

Montana Beef Council rolled out a new series called “Cowboy in the Kitchen” where a chef and a cowboy are paired up to help consumers hone their beef skills and execute a perfect beef-eating



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experience. Watch all the videos on the Montana Loves Beef YouTube channel or the MBC website at <https://www.montanabeefcouncil.org/our-kitchen/all-about-prime-rib>.

Thanks to cutting-edge technology, BeefItsWhatsForDinner.com is now shoppable, meaning consumers can click on any of the recipes on the website and be taken to an online shopping cart for local grocery stores, add all the ingredients needed to prepare that meal, then have the ingredients delivered directly or ready for curbside pick-up.

And, back by popular demand, an updated version of the “Original Sponsors of the Holiday Season” video spot sent “Seasoning’s Greetings” and reminded people that ranchers are behind the holiday season. Thank you to all the ranchers that continue to create delicious beef for the holidays and every day!

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The Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs including promotion, education and research, thereby enhancing profit opportunities for Montana beef producers.