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McCartneys

We Can Tell Them It's Different, Better

by Lori Riffel



service counter beef is from the center cuts and is special trimmed.

John McCartney founded the McCartneys stores with a plan of higher quality and carrying on that style has become the McCartneys trademark for 12 years.

John McCartney now owns five stores, three in Tulsa, one in Oklahoma City and one in Enid, Okla.

CAB is featured in all five stores and is exclusive in their service meat counters. And what has it done for McCartneys?

"It's nearly doubled the beef sales in the service meat counter," says Jerry Loney, manager of a Tulsa store. "Service counter meats have jumped from 17 percent of the total sales to approximately 27 percent."

He adds that the quality of the meat is better; it's closer to Prime or is Prime, better marbling, more palatable; and has brought McCartneys more profit in the meat department.

McCartneys purchase all of their CAB from Canadian Valley Meats at Oklahoma City. Monthly purchases run in the average range of 35,000 to 45,000 lb. In the month of August, McCartneys purchased 51,000 lb.

"As a result (featuring CAB) we have nearly doubled our beef sales in the meat service counter."

First-time customer of CAB at McCartneys. The unidentified man at right describes CAB this way: "It looks good. This meat counter always looks good," he says. Jokingly, he added, "I think they put food coloring in it or painted it—the color is so appealing."

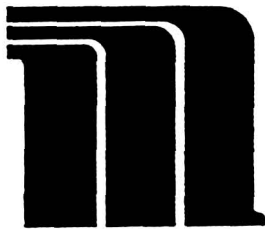


Jerry Loney, a McCartneys store manager, says, "Every day at my store, 7 a.m., is grand opening day. Every shelf, basket and food case is kept full. Even at 5 p.m. it looks like 7 a.m."

The McCartneys stores wanted a distinctive product back in their meat case to be able to differentiate their service counter meats from the self-service case meats.

They found it with Certified Angus Beef.

"Now we can honestly tell the people that this is higher quality beef," says Lou Taylor, director of meat operations, McCartneys stores. Before, when customers asked the difference between service counter and self-service beef, Taylor admits they had nothing to tell them—other than



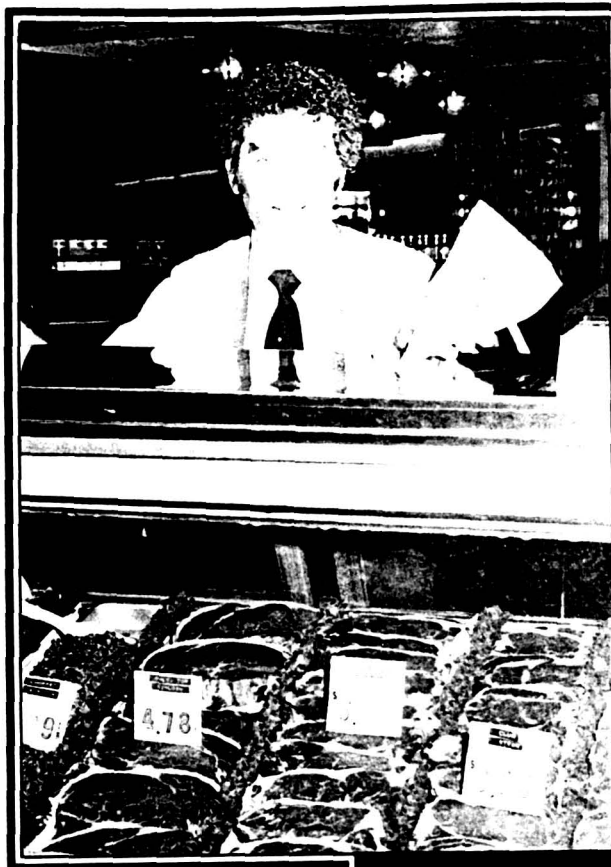
McCartneys

McCartneys have always had service meat and plan to continue to do so. Management personnel has become elated with the quality of Certified Angus Beef and can be assured with the consistent, top-rated product.

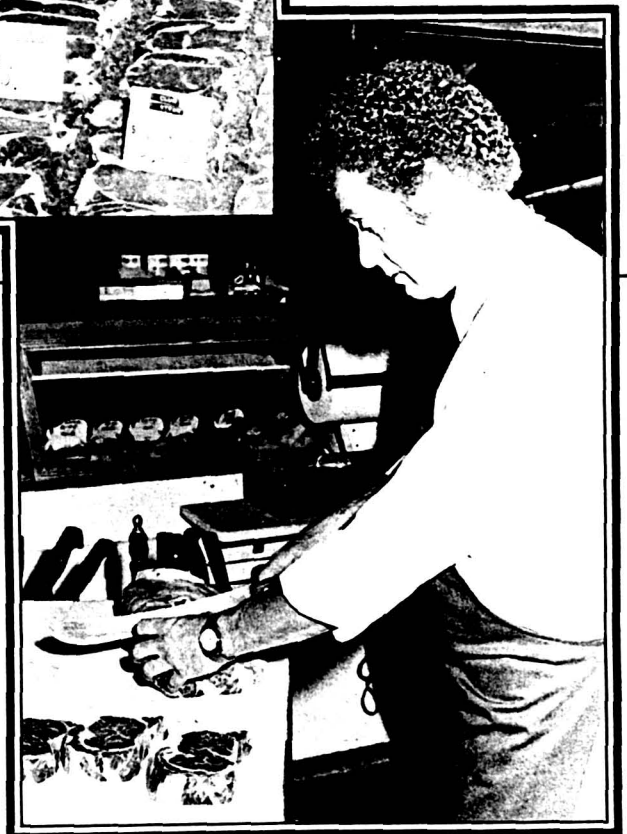
"From day one, when we opened our first store, service case beef was only Prime, we didn't sell any Choice," says McCartney. "Then we got into a period of time where we couldn't get Prime beef consistently and so went away from Prime and just took the best Choice we could and put it in the case."

"Since we've been with CAB the image in the case is more like it used to be; it's back with Prime or next to it," says Taylor. "Reception to our new addition has provided an increase in sales and people commenting on how good the beef looks now compared to what we carried before in that same counter."

"Since we've had it, it's been great!" says John Metzger, department manager of the meat service counter in a



"Our customers notice the flavor."



McCartneys is reasonably long on service. Here (above), meat service counter manager John Metzger displays a specially trimmed CAB cut. Individual attention is provided to each cut with fat trimmed to 1/4 inch (below).

McCartney store. "One of the first things I do is try it myself. It tastes different—richer, tastier, more tender than conventional beef. The public loves it. Some say that's all they'll buy now."

"Our customers have noticed the flavor more so than the tenderness but they both, along with appearance, have contributed to repeat sales," says Taylor. "The prices really haven't scared many off! We tell them the reason it is higher priced is that it is a special beef program, it's a higher quality beef and we do trim the cuts of beef in those counters to 1/4-inch specs all the way around."

**"CAB tastes different—
richer, tastier, more tender
than conventional beef."**

To make their "distinctive" product stand out, McCartneys have utilized CAB point-of-purchase material. It has created the same image and attitudes that the McCartneys business is known for.

Everything about the McCartneys stores has a touch of great variety, from their service meat to the other 25,000 line items of food stacked on their shelves.

"When we came here in 1973 and opened the first store, it was to a degree—light years ahead of the market place," says McCartney. "Nobody had

scratch bakeries, delicatessens and floral shops; nobody had 40,000 square foot stores; nobody had service meat, fresh fish or lobsters; no carpet or chandeliers. That's where we were then."

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grown from less than \$8
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total sales.**

McCartneys store decors have been gradually changed over the years with a downplay on the expensive look and an addition to variety. But McCartney adds that it is sometimes more expensive to make it look cheap, so to speak, than to furnish it in ballroom taste.

"When customers walk in and see our ambiance versus the conventional store, the first feeling is 'well, it's a nice place, but we couldn't afford to shop here,'" he said.

McCartneys have supported that their attractive atmospheres could be combined with competitive prices. For several years local cable television ran price surveys of stores all over Tulsa, 24 hours a day, seven days a week. McCartneys never fell below second place in the lowest priced store in town.

From one store to the expansion of five, McCartneys have grown from \$8

million in sales the first year to nearly \$70 million at present.

"We are the highest volume independent in the state," says McCartney. And McCartneys stores intend to remain a leader in the grocery business.

An expansion in the size of two stores is being planned. Right now the five stores range from 36,000 to 56,000 square feet. Two will soon have additions to raise their space to over 70,000 square feet each.

McCartneys also have cooking schools—one in an Oklahoma City store and one in Tulsa. They're quite unique and very well received.

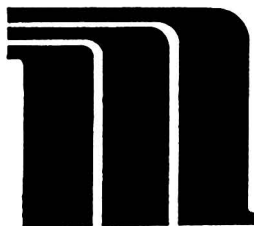
"We're the only one in Oklahoma

**"We wanted a 'distinctive'
in our meat counter
and CAB was it."**

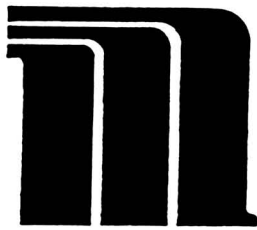
to have an in-house cooking school and there's only two other companies in the country that feature cooking schools," says McCartney. A home economist is kept on staff full-time at these schools.

McCartneys is futuristic in their ideals and that continuance will feature attractive display cases of Certified Angus Beef and new and returning customers for CAB.

After all, McCartneys is not just any grocery store and Certified Angus Beef is not just any beef—they're *distinctives*.



McCartneys



McCartneys FOOD FAIR

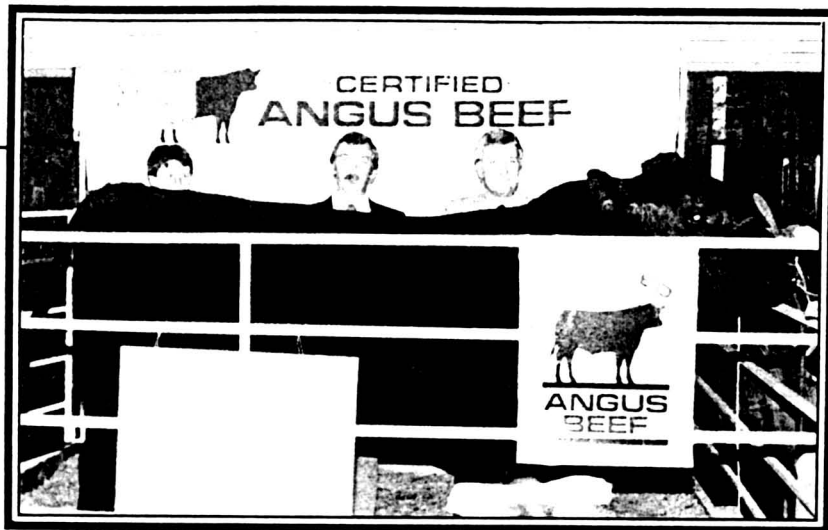
Helped Along by a Bull

On Oct. 9-11, the Certified Angus Beef office combined forces with the B&L Ranch, Shawnee, and the Oklahoma Angus Assn. to stage one of the greatest promotional events in the history of the CAB program. Dan May, who is in charge of the show and sale cattle for the B&L Ranch, loaded up R&J Laredo 2273 and traveled to Tulsa to help arouse excitement in the CAB program at McCartney's first Food Fair.

McCartneys, a CAB signed retailer, had a total of 99 companies representing their products at the Fair. With the help of R&J Laredo, the CAB booth was the premier booth at the show. To help create customer involvement, a "guess my weight" contest was held with 10,500 guesses being entered. The high guess was 100,000 lb. and a low of 100 lb. Four people correctly guessed R&J Laredo's weight at 2,208 lb. After a random drawing, the winner received \$150 worth of CAB at any of the five McCartney foodstores. Along with the "guess my weight" contest, the Oklahoma Angus Assn. passed out information concerning the CAB program and its advantages.



Mrs. John McCartney organized the Food Fair which hosted 99 companies.



R&J Laredo 2273 was a big hit at the McCartney's Food Fair. Pictured with Laredo are, from left: Dan May, B&L Ranch herdsman; Lou Taylor and John McCartney.

Oct. 17, 1985

Mr. Kirke McKean
Manager of Processing and Merchandising
Certified Angus Beef

Dear Kirke:

All of us at McCartney's are very grateful to you and your associates at Certified Angus Beef for the outstanding assistance you have provided us during the past several months.

Since we began selling Certified Angus Beef last February, we have reversed a negative trend in beef sales. The obviously high quality, appearance and the excellent flavor, combined with outstanding point-of-sale materials have boosted our service counter beef sales beyond our expectations.

Additionally, we appreciate the assistance of your breeder Mr. Billy Yarbrough of the B&L Ranch and his herdsman Mr. Dan May for the show-stopping booth they set up at our Food Fair last week. Having a beautiful 2,208-lb. Angus bull at our food exposition was exciting for the over 30,000 attendees. Certainly, the Certified Angus Beef booth was the talk of the Food Fair.

Kirke, our company's association with Certified Angus Beef has been very rewarding and profitable. We look forward to a continuingly successful relationship.

Many thanks for all your help.

Cordially,

John D. McCartney