



## Midan Marketing Challenges Meat Industry Leaders to Break the Pattern in New Webinar

**Chicago, IL. (January 12, 2012)** - The traditional mom, who has always been in charge of grocery shopping for the household, has evolved. Once trusting, hopeful and overly indulgent, today's moms are more cautious, socially savvy and careful with their spending. While the traditional shopper has changed, there is another consumer group that retailers can't afford to ignore. Midan Marketing will be sharing insights into this emerging shopper group as well as several other consumer trends during their "Breaking the Pattern" webinar on March 20, 2012.

"The industry has been talking about the same shifts in consumer behavior for years," said Michael Uetz, principal of Midan Marketing. "We've identified several new emerging shopper groups that meat industry leaders must recognize and respond to if they want to keep up with their consumers."

As part of Midan's brand new research platform, The Consumers' Case, "Breaking the Pattern" is the first of an ongoing series of market research studies designed to educate meat industry leaders on the constantly evolving consumer. Midan's goal for this new platform is to transform the meat department from the cold "sea of red" to an engaging shopping experience for tomorrow's consumer.

"The meat department has historically had a reputation for being slow to respond and evolve. With consumers' attitudes and behaviors changing rapidly, we saw a need to build The Consumers' Case platform to identify key consumer trends in the marketplace, and assist the industry in developing solutions that respond to these trends," added Uetz.

"Breaking the Pattern" will take place on Tuesday, March 20, 2012 at 2pm EST. All meat industry leaders are invited to participate, and can register at <http://midanmarketing.com/ctsignup/>.

The launch of The Consumers' Case is part of Midan Marketing's new brand image that reflects the company's growth, expertise and passion for the meat industry.

For more information on Midan Marketing and The Consumers' Case platform, visit [www.MidanMarketing.com](http://www.MidanMarketing.com).

### About Midan Marketing

Midan Marketing is a full-service marketing firm with offices in Chicago, IL and Statesville, NC. Midan Marketing brings together a team of creative strategic thinkers who serve as a catalyst for growth in the meat industry, and is the only marketing firm that understands the complete meat channel, from farmer to consumer. The Midan Marketing Team has a vision for meat, and puts the full force of creative marketing, public relations and market research toward making meat more relevant to consumers. For more information, visit [www.MidanMarketing.com](http://www.MidanMarketing.com)

###

#### Chicago

1529 W Armitage Ave Ste 202

Chicago IL 60642

**773.276.9712**

773.276.9700 fax

#### Statesville

2039 Simonton Rd Ste A

Statesville NC 28625

**704.872.6562**

704.872.3779 fax

**MIDANMARKETING.COM**

