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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Comfort Food During Crisis

New beef promotion builds demand and goodwill for Montana restaurants during COVID-19 by bringing comfort food to the family dinner table

BILLINGS, MONTANA – The Montana Beef Council is rolling out a new promotion to help consumers enjoy the comfort of beef meals from their favorite restaurants during the COVID-19 pandemic. During the coming weeks, as restaurants across Montana remain closed, patrons can still purchase meals through takeout and delivery. And Montana Beef Council, through the help of Sysco Montana, is partnering with restaurants all across the state to offer “half-off” nights for beef meals. For each beef meal that is purchased, Montana Beef Council will reimburse the restaurant for half of the price and the consumer can enjoy the meal at half of the cost.

“This concept was created to bring the comfort and great taste of beef into homes all across the state,” said Kiley Martinell, Montana Beef Council president. “Bring them to the table with beef, and what better way to enjoy beef than to have your favorite chef prepare it?”

The Montana Beef Council Board of Directors unanimously approved putting nearly \$20,000 consented dollars towards this concept and it will be offered on a first-come, first-served basis to restaurants all across the state. Restaurants will then choose a date for their half-off feature night and consumers can look forward to ordering their favorite beef meal from them at half the price.

“These are challenging times for everyone, but we are up to the challenge and seeking ways to help others as we all work through this together,” said Martinell. “This promotion is good for our Montana ranchers to see that we continue to build beef demand even in times of crisis. And it is great for consumers to enjoy their favorite restaurant’s beef dishes in the comfort of their own homes.”

The Montana Beef Council continues to operate remotely and carry out the services of the Council. Restaurants that are interested in participating should contact Chaley Harney at (406) 855-2857 or chaley@montanabeefcouncil.org.

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