

Pound of Ground® Crumbles® Revolutionizes the Food Industry with a Better Way to Freeze Ground Beef

Quick frozen 100% natural* ground beef in crumbled pieces inventively solves the dinnertime dilemma – no thawing necessary

GREELEY, COLO. (PRWEB) FEBRUARY 09, 2022

Greeley, Colo., Feb. 9, 2022 – JBS USA, a leading global food company, today announced the launch of Pound of Ground® Crumbles® frozen uncooked ground beef. A first-to-market dinner solution, Pound of Ground® Crumbles® cooks from frozen with no thawing or planning ahead, helping solve the age-old question, “What’s for dinner?” with a ready-to-cook frozen ground beef.

From personal experience as a busy parent combined with a background and knowledge in product development for food companies, Heidi Meyer, creator of Pound of Ground® Crumbles®, saw a crucial gap in offerings for ground beef.

“I knew there had to be a better way to whip up a delicious, homecooked meal at a moment’s notice,” said Meyer. “Ground beef is at the heart of dinnertime, and even though 62% of ground beef is stored frozen at home(1), it’s easy to forget to thaw a brick of ground beef in time to start cooking. Plus, half of all people cooking with beef will, at least occasionally, change their meal plans due to defrosting(2), and I’m certainly among them.”

Created using a proprietary process, Pound of Ground® Crumbles® is 100% natural* ground beef that’s quick frozen, bringing unmatched convenience and ease to meal planning. The idea was born from the desire to always have ground beef at-the-ready.

“Simply put, small pieces cook faster than big pieces,” said Meyer. “So, I ran with this idea to create a better, more convenient way to freeze ground beef and get dinner on the table in no time. Crumbles® can be pulled from the freezer and poured freely right into the pan, cooking in 10 minutes or less.”

Now in the market, Pound of Ground® Crumbles® is anticipated to add 83% of incremental category growth in the meat industry(3). The full product line provides accessible optionality for consumers looking to prepare ground beef quickly and easily. With nearly 60% of ground beef used in crumbled form(1), Pound of Ground® Crumbles® is a unique offering that complements current patty and meatball businesses, while also providing a solution to the dinnertime dilemma.

Pound of Ground® Crumbles® is available at select stores nationwide**. It comes in three varieties – Original 80/20, Hearty-Sized Pieces 80/20 and Original with Onion – and can be found in the frozen meat section.

*Minimally processed, no artificial ingredients.

**Pound of Ground® Crumbles® is currently on-shelf at BJ’s Wholesale Club, Festival Foods, Giant Food, Meijer, Save A Lot, Weis Markets and WinCo Foods. Please reference the product locator at poundofground.com to find specific locations.



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ABOUT POUND OF GROUND® CRUMBLES®

Pound of Ground® Crumbles® frozen uncooked ground beef is an innovative solution to the age-old question, "What's for dinner?" Created by a busy parent for busy schedules, Pound of Ground® Crumbles® is 100% natural* ground beef that cooks from frozen in minutes with no thawing or planning ahead. Learn more and find where to buy Pound of Ground® Crumbles® at poundofground.com.

(1)Beef.org

(2)National Cattlemen's Beef Association

(3)A.C. Nielsen Quantitative Test

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