

# Hereford Beef



## PROJECT GOALS

the profile and virtues of Hereford Beef needed to be raised to drive consumer awareness and to encourage consumers to look and ask for Hereford Beef when dining, shopping and cooking.

## OUR SOLUTION

Sharpmonkeys have developed a website and blog where consumers can find recipes, source suppliers and find out where to buy Hereford Beef.

## RESULTS

The organisation has seen demand for Hereford Beef rise year on year in the UK and overseas. Consumers are now more interested in the provenance of their food more than ever and the website and blog enable this demand.

*"Sharpmonkeys have created a visually appetizing website which showcases our beef and makes the mouth water. Consumers can find recipes, post ideas and watch videos on cooking tips. Blogging frequently has really helped raise our profile.*

- David Deakin, Hereford Cattle Society.