

Trending in Food & Media

GROUND BEEF



Grocery prices remain in the media spotlight due to inflation. Newsweek reported in January, the price for a dozen eggs is now higher than a pound of Ground Beef in some cities.²



Consumers looking to stretch their food budget found recipe lists focused on Ground Beef in national outlets including Food Network, Southern Living and Delish.¹



GOOD NEWS FOR BEEF

More than 300 recipes with Ground Beef were detailed in the national outlets mentioned to the left. That is nearly one recipe for every day of the week.¹

DIET & COOKING TRENDS



More than 300 news outlets discussed the latest diet rankings from U.S. News & World Report. For the eighth year in a row, the Mediterranean diet took the top spot out of 38 diets ranked across 21 categories.¹



518 news outlets posted the *Top Food Trends of 2025 That Will Have You Choosing Beef* with information from a release by the Issues Management & Public Relations team.¹



GOOD NEWS FOR BEEF

More than 200 news outlets mentioned a new Harris Poll that found consumers believe cooking meals at home is one of the best ways to save money on food.³

RESTAURANTS



More than 150 news outlets discussed Steak 'n Shake's decision to use beef tallow to cook its french fries starting in February. The company says the change is to achieve the highest quality and best taste.¹



More than 1,000 news mentions in the middle of January focused on Shake Shack's plan to open nearly 1,200 new locations in the United States. Shake Shake currently has about 330 locations.¹



GOOD NEWS FOR BEEF

CNN and other media outlets reported sales at Chili's increased 31% for the last three months of 2024. Executives said part of the increase is due to sales of Chili's "Big Smasher" burger.⁴

ARMS #0133125-07

1. National Cattlemen's Beef Association. (2025). Traditional and social media listening dashboards. Retrieved from Meltwater: www.meltwater.com
2. <https://www.newsweek.com/eggs-more-expensive-beef-some-places-prices-hit-new-high-2010875>
3. <https://www.businesswire.com/news/home/20250114988756/en/Survey-Reveals-Majority-of-Americans-Plan-to-Cook-at-Home-More-in-2025-To-Save-Money>
4. <https://www.cnn.com/2025/01/30/business/chilis-brinker-international-stock>

