

# Runza® Restaurants

88 Locations  
Limited Time Offer Promotion

## Program

Runza Restaurants, a Lincoln, Nebraska-based quick service restaurant chain with 88 locations in Nebraska, Iowa, Kansas, Colorado, and Missouri, partnered with Midwest Dairy to promote a Limited Time Offer Philly Style Runza sandwich. The sandwich featured three kinds of cheese that were combined with vegetables and Philly-style beef. The goal of the program was to build awareness of the local farm families involved in producing dairy products like those featured in the Philly Style Runza sandwich. The campaign ran from September 1 to October 31 and featured a local farm family, the Engelmans.



The Engelmans were featured through photos of them on their farm, Classic Dairy, in Jansen, NE. The campaign featured customized point-of-sale (POS) materials that highlighted fun facts about the dairy products produced by dairy farmers. The POS included the tagline: “Meet the Engelmans – We couldn’t be this cheesy without some help.” The POS also featured the program description: “Just by ordering a Philly-Style Runza, you’re not only helping yourself to a tasty meal, but you’re supporting families like the Engelmans across the Midwest. Now that’s what we call a win-win-win-win.... you get the point. Runza makes it all better and Midwest Dairy Farmers make us better.”

In addition to the custom POS, the program was also supported by social media postings featuring the Engelmans, product shots, and the Undeniably Dairy seal.

## Results

Consumers responded positively to the LTO, which reached over 2.4 million consumers and sold nearly 800,000 incremental pounds of milk. For Runza, this equated to an 8.5 percent lift over the same period the year prior.

## Interested in what Midwest Dairy can do for your restaurant?

Contact Midwest Dairy for more information by emailing [info@midwestdairy.com](mailto:info@midwestdairy.com)!