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## **Midan Marketing to Host Meat Consumer Segmentation Webinar**

CHICAGO – Midan Marketing will conduct a free, live webinar to share its proprietary Meat Consumer Segmentation research initially presented at the 2017 Annual Meat Conference. The webinar will be led by principals Michael Uetz and Danette Amstein on March 23 from 2:00 – 3:00 p.m. EDT.

The webinar will present profiles of six distinct meat consumer segments that Midan defined following its study of 2,200 U.S. meat eaters.

“These consumer profiles offer very relevant applications for today’s meat industry,” according to Uetz. “By segmenting meat eaters into different groups based on their attitudes and behaviors, we have the ability to better identify and define specific consumer groups and help clients customize products and messaging tailored to their unique needs.”

The webinar will conclude with a question and answer session. To learn more and sign up, visit [www.segmeation.com](http://www.segmeation.com).

### **About Midan Marketing**

Midan Marketing is a full-service integrated marketing agency with offices in Chicago, IL and Mooresville, NC. Midan Marketing brings together a team of creative strategic thinkers that serves as a catalyst for growth in the meat industry, and is the only agency that understands the complete meat channel, from farmer to consumer. The Midan Marketing Team has a vision for meat, and puts the full force of strategic planning, creative marketing, public relations and market research toward making meat more relevant to consumers. For more information, visit [www.MidanMarketing.com](http://www.MidanMarketing.com).