Steakhouse Elite Posts 40% Sales Growth at Top Retailer, Bucking Beef Industry Headwinds

Redesigned packaging and improved shelf shopability drive category-leading gains as beef prices and supply pressures squeeze the broader market.



Steakhouse Elite Signature Blend

BEND, OR, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Steakhouse Elite, the premium American Style Kobe-Crafted beef brand known for restaurant-quality flavor at retail, today announced a 40% year-over-year sales increase at its top retail partner, according to NielsenIQ data for the Fresh Uncooked Ground Meat category for the four weeks ending August 29, 2026, compared to the same period last year.

The growth comes at a turbulent moment for the beef industry, as tightening cattle supply, elevated input costs, and cautious shopper spending have pressured sales across the ground meat category. Against that backdrop, Steakhouse Elite's gains stand out - a result the company attributes to a redesigned package and a renewed focus on shelf shopability.

> Even as the broader beef category faces real headwinds, shoppers are recognizing and choosing Steakhouse Elite faster than ever."
>
> *Ty Freeborn, CEO of Steakhouse Elite*

"In a category where shoppers are watching every dollar, we knew we had to make the case for Steakhouse Elite instantly clear on shelf," said Ty Freeborn, CEO of Steakhouse Elite. "This growth tells us the strategy is working - even as the broader beef category faces real headwinds, shoppers are recognizing and choosing our brand faster than ever."

Just prior to the Memorial Day holiday this year, Steakhouse Elite rolled out new packaging designed to sharpen brand recognition and communicate its premium positioning more clearly at the point of purchase. The redesign focused on:

- Improved shelf shopability - clearer product differentiation to help shoppers quickly identify Steakhouse Elite among competing ground meat options
- Stronger premium cues - richer colors and a larger viewing window reinforcing the brand's quality story at a glance
- Simplified navigation - new naming conventions and burger count and protein callouts aimed at reducing shopper hesitation and decision time at shelf



Steakhouse Elite Reserve Blend



The redesign and shelf strategy were developed in partnership with Theory House, a retail marketing agency specializing in food and beverage CPG brands.

"Package design isn't decoration - it's the fastest conversation a brand has with a shopper," said Jared Meisel, President of Theory House. "We rebuilt Steakhouse Elite's packaging around one question: can a shopper find, understand, and trust this product in the two seconds they give it? The results show what happens when you get that right, even in a challenging category."

Steakhouse Elite's growth at its top retailer significantly outpaces broader category trends, underscoring the brand's continued momentum as it expands distribution into additional grocery channels nationwide.

About Steakhouse Elite
Steakhouse Elite is a premium American Style Kobe-Crafted beef brand known for restaurant-quality flavor and quality to the retail meat case. The brand can be found on grocer's shelves including Publix, Stop&Shop, Kroger, Albertsons and other quality banners. Learn more at

www.steakhouseelite.com

About Theory House
Theory House is a retail marketing agency specializing in food and beverage CPG brands, helping companies grow at retail through the Theory House Retail Brand Fuel methodology. Learn more at www.theoryhouse.com

*Source: NielsenIQ, Fresh Uncooked Ground Meat category, 4 weeks ending 8/29/2026 vs. year-ago period, Steakhouse Elite's top retailer. Retailer name withheld at partner's request.

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