

QVC + KANSAS CITY STEAK COMPANY: A MATCH MADE IN TV HEAVEN

How the direct sales giant complements Kansas City Steak Company's core business strategy.

Quality. Value. Convenience.

Who wouldn't want a dose of that?

Well, for the American-television viewing public, the sales figures do the talking. With more than \$15 billion in annual sales, QVC has condensed and packaged National Beef's desire for quality, value and convenience.

Launched in 1986 in West Chester, Pennsylvania, QVC burst onto the television sales scene and has ridden the electronic and technological waves to explosive growth.

The program's success in television direct sales is unrivaled. It has also successfully made the digital transition, boasting North America's No. 7 e-commerce sales position behind global giants like Amazon and Apple.

"In 1993, as QVC's tide was rising, the Kansas City Steak Company was trying to make some big shifts in their business," said Paul Ghekas, Kansas City Steak

Company's director of sales and operations. "They were adapting their model by becoming more than a local cutter who supplied food service and restaurants. They wanted to get into the catalog and direct to consumer sales business, and QVC was a perfect platform to complement the business model."

Twenty-seven years ago, Kansas City Steak Company took KC to the nation — through television. Until that time, QVC hadn't ventured into food sales, given the need for fresh/frozen deliveries, but with Midwest facilities able to reach their entire viewing area, Kansas City Steak Company became the show's first food supplier.

"The goal, initially, was to utilize QVC as a test program to determine if there was the demand to reach a new audience with our fallout product to help drive some production efficiencies, sales volume and level out the shipments throughout the year," Ghekas added.



Kansas City Steak On-Air Host Ralph Parrino broadcasts to the QVC audience from his home kitchen during 2020.

“Having the opportunity to tell the KCSC story, it’s been a real win for us and a nice complement to our core business.”

— Paul Ghekas, Director of Sales and Operations, Kansas City Steak Company

The match was made in TV heaven. For the next 20-plus years, Kansas City Steak Company became the No. 1 food seller on QVC, year after year.

National Beef continues to work with QVC to find new and innovative ways to tell the company’s story, and this past summer, they built a strong promotion. In the middle of a pandemic, many people were looking for additional meal options. QVC ran a “Food of the Month” hot dog program featuring Kansas City Steak Company dogs.

The results? Almost \$1 million in QVC sales in May alone, as the campaign was rolled out to the 100 million households who consume QVC in some form or fashion. There have been more than \$1.7 million in hotdog sales from QVC retail sales, year to date.

“The QVC audience is different than our core audience, there’s no question,” Ghekas said. “Their primary buyer is a 35 to 65-year-

old female, who enjoys shopping on TV or the Internet, in some ways a slower-paced lifestyle, and loves shopping for quality and convenience. But they also love the story.”

And it’s the Kansas City Steak Company story that has resonated for 27 years on QVC.

The QVC business model is to have a QVC host for each segment, and then that host brings on a guest. In most cases, a spokesperson, representative or storyteller for the brand. Kansas City Steak Company’s storyteller these past four years has been Ralph Pallarino.

“To know I am representing and responsible for the face of Kansas City Steak Company on QVC means an abundant amount of pride and passion,” Pallarino said. “Kansas City Steak Company is one of the pillars in the

food category at QVC and requires class and grace on each presentation, which I am proud to deliver.”

Quality, value and convenience.

Served with a side of delicious Kansas City Steak product, some operational efficiencies, a new audience — and a terrific story. ♦

