

Omaha Steaks Celebrates Inaugural Butcher's Day Sale Oct. 13-14



MEDIA ALERT

Who: Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company

What: For Two Days Only, Omaha Steaks is Offering Incredible Discounts on a Variety of Products, Including New Packages Created Specifically to Celebrate Butcher's Day

Where: <https://www.omahasteaks.com/shop/Sale> (new deals live 10/13)

When: Tuesday, October 13 and Wednesday, October 14, 2020

Background:

(Omaha, Neb. October 7, 2020) – As America's Original Butcher, Omaha Steaks recognizes and celebrates the hard work and talent required to be a butcher. This year, the brand is celebrating its inaugural Butcher's Day, a holiday created to not only celebrate the company's community of master butchers whose wealth of experience means customers are getting the best every time, but also to offer incredible discounts to loyal customers. While many other retailers offer sales this time of year, the Butcher's Day sale takes it a step further by putting the spotlight on America's dedicated butcher.

Starting on Tuesday, October 13, and extending through Wednesday, October 14, Omaha Steaks is offering exclusive sales on a wide selection of butcher-crafted steak packages. Customers can access all deals in one clear, easy-to-navigate landing page that lists value assortments, 50% off packages and select "Butcher's Deals" for the low price of \$19.99 and \$29.99. Sale items include the [Butcher's Day Mega Feast](#), a giant collection of best sellers reduced from \$408.83 to \$199.99. This year's featured holiday package, [The Tasteful Gift](#), will also be discounted from \$271.89 to \$159.99. The package contains new Butcher's Cut Filet Mignons which are trimmed twice by Omaha Steaks' master butchers for an upgraded filet experience.

Additional exclusive offers will be available on the landing page on October 13. Due to high demand, quantities are limited.

For more information contact:

Scott Barry

Phone: 402-599-8843

E-mail: scottb@omahasteaks.com