

## 7 MUST-KNOW FACTS TO MAKE YOUR PREPARED FOODS DEPARTMENT CUSTOMER CENTRIC



SUPERMARKETS PLAY HUGE ROLE IN SAVING CUSTOMERS TIME PREPARING MEALS

**81%** of consumers at least occasionally go to the supermarket JUST to buy prepared items

BUT NOT ALL OF THESE PREPARED MEALS ARE FOR AT-HOME CONSUMPTION

**55%** of consumers are likely to choose a supermarket prepared department as a dining destination

This is an increase from 2013 when just 32% were likely to consider a supermarket prepared department as a dining destination.

For those dining in, they expect:



Freshness

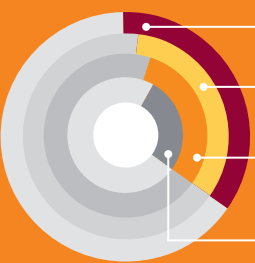


Cleanliness



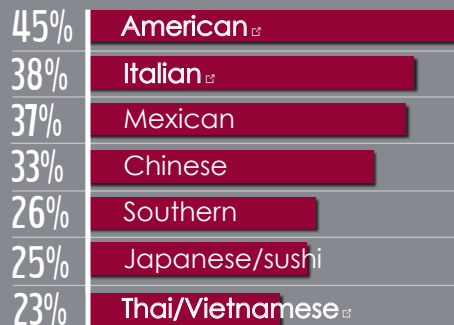
Food that is visually appealing

They also want variety, including:



35% Unique prepared items  
33% Healthier options  
30% Healthier options of traditionally "bad for you foods"  
27% Items they can customize

And access to global cuisines, such as:



Specific ethnic flavors that saw strong growth on foodservice menus between 2013-17, include:

1,700% Gochujang  
301% Za'atar  
116% Sumac  
80% Poblano  
21% Adobo



BUT IT GOES BEYOND THE FOOD, AS EXPERIENCE COUNTS, TOO.

Among the many amenities grocers can offer to get customers dining in, consumers most prefer:



**26%**  
Separate checkout in the deli area or online payment



**22%**  
Clean seating area, detailed nutrition information, or ability to order ahead of time



**14%**  
Restaurant vs. retail/cafeteria atmosphere



**13%**  
Free Wi-Fi



**9%**  
Dedicated parking for deli customers



**5%**  
Entertainment

Sources: Datassential Supermarket Keynote, 2016; FMI, "The Power of Fresh Prepared/Deli," 2016; Datassential SNAP Tool, 2016