Deli Playbook

Deli Department sales totaled **$34.1 billion** representing a **16.7%** of total perishable sales. Total dollar sales have **grown 31%** over previous years. **Convenient, innovative products** remain key elements of the deli's continued success and growth. Deli prepared accounts for **58%** of deli growth.

Sales of fresh prepared foods at grocery retail outpaced growth trends in grocery overall and foodservice!

Who's shopping the perimeter—Baby Boomers and Millennials. They have the greatest impact on the fresh perishable departments. Millennials state **quality, selection and health** as why they shop one retailer over another.

Boomers are shopping the perimeter for **smaller portions and healthier options**.

Deli is the fastest growing perimeter department

Millennials are changing the retail landscape. They are focused on health and wellness, global cuisine and flavors and snacking. **35% of millennials eat a snack instead of a meal.** Deli-prepared items provide excellent opportunities for retailers to connect with this demographic—whether supporting their snacking crave or offering a healthy meal option that meets their busy lifestyles.

Meat 17.8%
Cheese 20.7%
Prepared Foods 57.2%
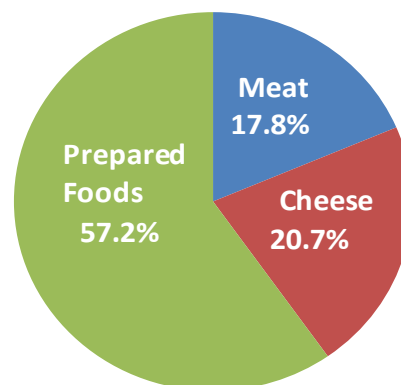
Five Critical Factors

Five critical factors in which retailers must be successful when it comes to the fresh prepared foods department.

1. **The menu**—Ensure it aligns with the store's overall design theme, vision, mission, and shopper demographics. Keep menu signage simple to entice shoppers.

2. **The layout**—Keep in mind employee and customer functionality. Employee workflow between preparation areas and sales areas should be easy. Customers should be able to interact with signage and displays intuitively.

3. **The equipment**—Space is at a premium, so equipment should offer versatility and flexibility.

4. **The merchandising**—Planning for both product integrity and theater. Ensure aromas generated during simultaneous food preparation are pleasant for shoppers. Cross-utilize ingredients both for appeal and education.

5. **The talent**—Knowledgeable staff about cooking and preparation and willing to

Convenience is a major draw for prepared foods department...

Convenience is a major draw for shoppers of prepared foods departments, but what that convenience is may surprise you. Shoppers while picking up their dinner for that night also enjoy the convenience of picking up other items while on their shopping trip.

62% of rotisserie chicken buyers involve other items in the purchase that are not part of the meal.

44% of consumers choose to dine at home because it's comfortable and **30%** opt for the technological comforts at home like TV and computers. While consumers still appreciate scratch cooking most, the convenience of prepared foods is evident in that away-from-home leftovers draw the next most excitement. While shoppers find convenience of deli prepared foods, they also tend to purchase additional items along with their prepared foods or deli purchases.

Convenience delivered

Chef Inspired Meals

Preparing seafood at home can be intimidating, and finding the recipes and ingredients to make authentic dishes has its own challenges. Young adults have come to rely on restaurant and carry-out meals, rarely honing their skills towards preparing a meal. They lack cooking knowledge because more women have entered or remained in the workforce. Not to mention the fact, that they have between just **11-17 minutes daily to spend on food preparation and clean-up**.

The seafood counter and deli have a unique opportunity to offer fresh pre-packaged fresh-cut veggies, seafood or poultry combined to create healthy meal solutions.

Companies that create meal kits like Blue Apron, HelloFresh to name a couple, are marketing to the younger population who may want to start cooking but need instruction and don't have the time to shop for the ingredients.

Finally, it's the health button that have consumers going to the seafood department for a healthier alternative to meat like beef and pork.

TC Robbie's new innovative bag offers retailers a fresh alternative to increase perishable sales and develop a new market segment.

Fresh meals MADE EASY™

1 | Choose a chef prepared meal **or** customize your own seafood and seasoning.

2 | Place sealed bag in oven or microwave at home and set the timer! (cooking guidelines on reverse of package)

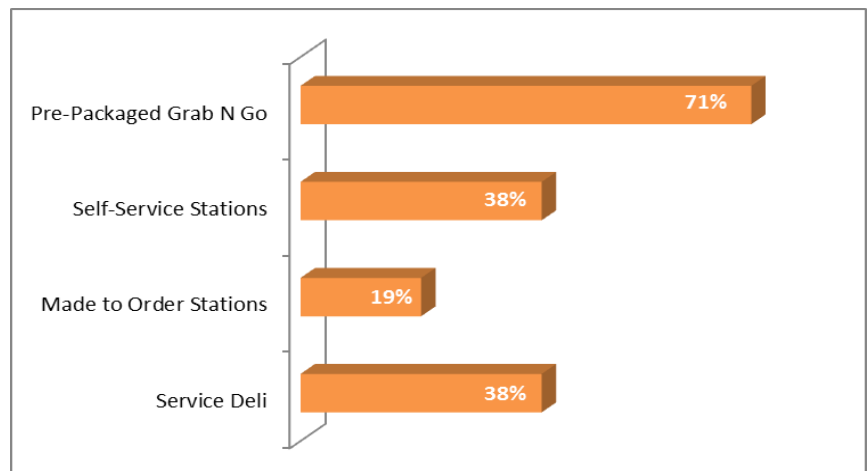3 | Enjoy your fresh cooked meal in minutes.

OVEN N DONE™

Grab N Go Opportunities Stay Strong

Young adults are helping drive the growth for the grab-n-go prepared food market. Packaging for single-serve, snacking, and eating on-the-go are a perfect match for this target audience.

Packaging can make or break a deal for a customer to return. **TC Robbie's** Grab N-Go line of flexible packaging uses a proprietary film base and venting technology to keep fried products crisp and baked or rotisserie products moist and juicy.

Retailers rank pre-packaged grab-n-go as the first or second fastest growing contribution to their deli sales.

Category	Percentage
Pre-Packaged Grab N Go	71%
Self-Service Stations	38%
Made to Order Stations	19%
Service Deli	38%

About TC Transcontinental Packaging

TC Transcontinental Packaging, with 900 employees in the United States and Canada, ranks among the 25 leading flexible packaging suppliers in North America. Our growing, coast-to-coast manufacturing locations serves nationally recognized brands with *concept to consumer flexible packaging solutions*.

We specialize in packaging design and prepress, high-definition flexographic printing, specialty film laminations, as well as, bag and pouch converting. TC Transcontinental Packaging brings a distinctive blend of science, technology, and art together to create flexible packaging that preserves our customer's products and accentuates their brands on the store shelf.

For more information about TC Robbie's flexible packaging solutions visit our website at www.robbiebagsandpouches or call 1-800-4-Robbie.   Research data is from IDDBA What's In Store and Progressive Grocer Magazine