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Healthy Deli

PART I

There are opportunities, but retailers need to exercise caution

BY BOB JOHNSON

The desire to eat good-for-you, nutritious foods is one of the great trends of our time, but what that means for retail deli sales isn't obvious.

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Many researchers have noted the difference between how consumers eat at home and how they eat when they go out. "Most consumers say they eat more healthy when preparing food at home; for many, this seems to be tied to the oversized portions offered at many restaurants. Forty percent of consumers say they eat healthfully at home, while only 18 percent say they eat healthfully away from home," according to the Unilever Sandwich Pro summary of the 2010 Technomic *Healthy Eating Consumer Trend Report*. "Although most consumers do not follow a specific diet, the vast majority of consumers indicate that health is a priority for them and they try to eat healthy most of the time."

According to Sandwich Pro's data, foods consumers associate