

COVER STORY

From Everyday To Exceptional

Supermarket catering has untapped potential

BY SHARON OLSON



PHOTO COURTESY OF DELI LINKS



Catering has been a hot topic in the food industry, with increasing consumer demand for more than ever.

When consumers are asked about their preferences for eating at a supermarket deli, more than 60 percent of them mention quick service and make note of some of the promotion practices that have encouraged them to try catering from other sources. Although many local supermarkets have been

THE CULINARY VISIONS PANEL CONDUCTED A NEW STUDY OF OVER 200 CONSUMERS TO LEARN MORE ABOUT THEIR BEST EXPERIENCES WITH REAL-LIFE CATERING AND WHAT THE NATURAL OPPORTUNITIES MIGHT BE FOR SUPERMARKET DELIS TO BUILD THEIR BUSINESS.

capture a slice of the catering pie.

In November 2010, the Culinary Visions Panel con-