

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

COVER STORY

From Everyday To Exceptional

Supermarket catering has untapped potential

BY SHARON OLSON



PHOTO COURTESY OF COSTCO

Catering has been a hot topic in the food industry for some time, and consumer desires are increasing. More than ever,

When consumers are asked about their preferences for eating at a supermarket deli, more than ever, they also 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-