

2015

# What's in Store

INTERNATIONAL DAIRY-DELI-BAKERY ASSOCIATION™ | 29th Edition | \$399

## Portions: Small Plates, Big Tastes

In addition to portion flexibility, Sharon Olson, president, Olson Communications, observed consumer frustrations with “flavor fatigue.” “A customized recipe or a series of variations on favorite items can make a deli the destination for fresh and flavorful snacking,” she reported in Deli Business.

CONNECTIONS



## Pizza: Trends

Gorgonzola and goat cheese are also interesting ways to add variety. According to the Culinary Visions Panel, 40% of consumers would be interested in a pizza with those two cheeses plus mozzarella and parmesan. Even a Caesar salad pizza garnered interest from 28% of respondents.



SUSTAINABILITY

How will you engage

## Deli Snacks: Trends

According to research by the Culinary Visions Panel, Millennial consumers do not define eating experiences as meals or snacks. They focus instead on eating when the urge strikes, whenever and wherever that might be. The result is that 36% said they purchased snacks from a store or restaurant upon feeling hungry, whereas 41% brought something from home. Therein lies the opportunity for delis, says study author Olson, Olson Communications. “Looking at snacks and meals by traditional definitions might lead a deli to abdicate the opportunity for snack sales to packaged snacks in the grocery aisles or to quick service restaurants and convenience stores,” she told Deli Business.



TRENDS SHAPING THE CUSTOMER'S

FRESH EXPERIENCE