

Consumers say supermarket deli provides healthy choices: Study

More than **80%** of consumers in the U.S., U.K. and Canada believe the **supermarket deli is a good place for healthy and delicious food**, according to a new study from the **Culinary Visions Panel**.



The study included responses from more than 3,000 consumers in the three countries.

At the same time, only 22% of American respondents said they are willing to compromise on taste when it comes to eating healthy.

Additionally, 56% of U.S. consumers associate **refrigerated foods with freshness**.

More than 90% of respondents from all three countries said it is important to **trust deli departments** when purchasing quality ingredients.

"We know that trust is important to consumers in many countries when they choose where to shop for food. Local supermarket delis have gained a high level of **consumer trust for quality ingredients** in the U.S., Canada and the UK," **Sharon Olson, executive director of Culinary Visions Panel**, said in a press release.