

# Growing Meatless Sales in Deli



The continued rise of the vegetarian segment has resulted in expanded options for the department.

BY CAROL BAREUTHER

**W**alk into Zingerman's Delicatessen in Ann Arbor, MI, and the first sight is of a huge four-panel sandwich board. The #2 Zingerman's Reuben, thick with corned beef, Swiss cheese, sauerkraut and Russian dressing, all grilled on Jewish rye bread, is the headliner on the first panel. This best-seller was not only chosen for lunch by then President Obama

during a visit in 2014 and rated among the 'Best Sandwiches in the U.S.' by *Food & Wine* in 2018, but the Reuben is the embodiment of classic deli fare. However, this isn't the only Reuben on Zingerman's menu. The sandwich board's fourth panel features nearly a dozen selections labeled 'Vegetarian', including its #236 Rucker's Raucous Reuben, where grilled tempeh is the corned beef substitute.

Catering to meat-free customers isn't

exclusive to Zingerman's. Dorothy Lane Markets, a three-store chain based in Dayton, OH, offers a vegan shopping guide that lists products by department. Deli selections include hummus, salads like Vegan Chinese Chicken and Waldorf Quinoa and sides such as Roasted Rainbow Carrots, Green Beans Amantine and Lemon Brussels Sprouts.

One of the best and far-reaching examples of how supermarket delis are



