

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

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"Fresh is the hottest trend in food and retailers who can deliver a fresh experience to their customers will find it gives their entire store a more positive perception in the consumer's mind," says Sharon Olson executive director, Culinary Visions Panel, Chicago, IL.

"Homemade has become the new word for quality. Consumers want food that tastes like grandma made it, not food made in a distant factory," says Olson. "Consumers tell us they are planning to cook at home more often in the coming year. And that often means they are assembling meals with fresh ingredients that provide the satisfaction of a home cooked meal."

"Today's food culture is allowing consumers to connect with farmers, growers and manufacturers in a much more intimate way and consumers want to be more in the know," says Olson. "They are also interested in the ethical treatment of everyone in the food chain responsible for bringing them their meal. We will be releasing a new study later this year called Dining Ethics that explores those intangibles that impact consumer decisions."

Millennials, health conscious consumers demand natural products

"The bowl has become iconic of the new flavorful gourmet experience. Inspired largely by a wide range of Asian cuisines a savory satisfying bowl is becoming the new comfort food for Americans," says Olson.

BLUE CHEESE