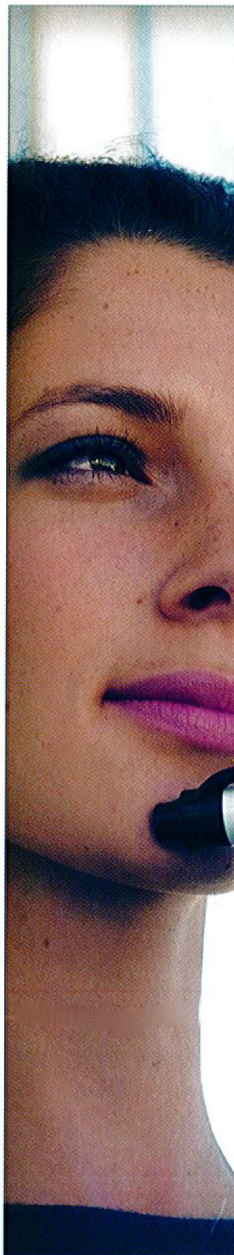


2014

What's in Store

INTERNATIONAL DAIRY·DELI·BAKERY ASSOCIATION™ | **28th Edition** | \$399



Purchase-Decision Drivers: Price

Data from the Culinary Visions Panel indicated that 93% of “mainstream consumers” considered price “important” or “very important” as they make choices in the deli. Among “foodies,” 83% take price into consideration.

Purchase-Decision Drivers: Convenience

The Culinary Visions Panel suggested, meals on demand for snacking 24/7 are “the mantra for today’s consumer. . .” This especially applies to younger consumers who, Olson told IDDBA, “are heavily influenced by their college dining experience where healthful, delicious, and indulgent food choices are available to them on demand. . .”

Food kits are another way delis can provide convenience to consumers who have a taste for higher end food but don’t have the time to make it. Offering fresh and seasonal products, sauces, and condiments, kits that enable customers “to create their own experience on demand are destined for success.”

Purchase-Decision Drivers: Health

Freshness and health can work together as “fresh, colorful, and appetizing” were commonly used to describe food that was “hard to resist,” according to the Culinary Visions Panel. Echoing the objective attributes of fresh and healthy” food, consumers also commented about the importance of “no” in regards to antibiotics, hormones, and preservatives.

Executive director Olson, Culinary Visions Panel, suggested making taste a top priority when developing health oriented products, and “offer simple credible nutrition claims to consumers.” When healthful choices taste great, consumers are more likely to balance them with more traditional indulgent items.

WHAT'S SHAPING EATING CHOICES AND CAPTIVATING CONSUMERS?