



# SUPERMARKET PREPARED FOODS

EVOLUTION TOWARD A TRUE FOODSERVICE MODEL

Datassential's new supermarket segment report is an **in-depth analysis** of how supermarkets can grow their prepared food departments and become **popular and profitable** foodservice destinations in their own right.

- In-depth data and comments from OVER 2000 regular supermarket shoppers
- PLUS feedback from supermarket operators
- Covers breakfast, lunch, dinner, catering, in-store bakery, beverages, and snacks

## Are you Prepared to Grow?

- What type of support do supermarkets MOST WANT from suppliers?
- On what type of shopping trip is a consumer MOST LIKELY to buy prepared food?
- What is the one breakfast item EVERY SUPERMARKET SHOULD OFFER?
- Which menu items are supermarkets PLANNING TO ADD in the future?
- What is the way to MOTIVATE prepared snack purchases?



## With your subscription:

- ☑ Detailed report
- ☑ iDEA™ Cross-tabulation tool
- ☑ Optional WebEx presentation
- ☑ Custom question capability



# Comprehensive Analysis of ALL Areas of Supermarket Prepared Food:

## VISITATION AND TRAFFIC

- Patron demographics and profiles
- Customer acquisition priorities
- Challenges
- Last visit metrics
- Day and time visit frequency
- Customer satisfaction
- Store/department selection motivators
- Purchasing habits by visitation type
- Non-visitation reasons
- Key competition
- Segment comparisons: casual, fast casual, QSR
- Growth areas

## MENU OFFERINGS

- Breakfast, lunch, and dinner
- Beverages, bakery, and snacks
- Day part analysis
- Menu item profitability
- On-site vs. off-site preparation
- Unmet consumer demands
- Top menu inspiration sources
- Health/nutrition/allergy concerns
- Consumer familiarity
- Condiment preferences

## PURCHASING HABITS

- Top purchases
- Purchasing habits and motivations
- Appeal measures
- Browsing motivations
- Purchases by meal occasion
- In-store consumption motivators
- Impulse purchase motivations
- Non-purchase reasoning
- Hidden motivators

## PRICING AND PROMOTIONS

- Special promotions
- Dollar menus
- Value menus
- Loyalty programs
- Dinner meal packages

## PACKAGING AND BRANDING

- Branding usage, perception, and consumer preference
- Packaging uses/needs
- Packaging performance and consumer perceptions
- Optimal packaging attributes

## VENUE AND EQUIPMENT

- Planned department additions
- Equipment offerings and planned additions
- In-store seating
- "Store within a store" concepts

## SUPPLIERS

- Product sampling
- Supplier relationships
- Desired areas of support
- Staff training

Plus a Curated List of Real-World Examples and Initiatives

Essential information for making informed decisions.

\$4,500

OR BUNDLE IT WITH OUR CONVENIENCE STORE REPORT FOR \$8,000

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Call or Email Brian Darr to Purchase your Copy of The Report:

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