

Meal Planning in the Supermarket Aisle: *What Consumers are Telling Us*



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Interactive In-store Media Network

ShoptoCook, founded in 2001, is the nations largest in-store *Interactive Recipe Solutions Network* designed to *increase food sales* by **helping shoppers change their “Recipe Routine”** with new meal ideas for both familiar and unfamiliar ingredients.

In-store



On-the-Web

Recipe Web Activity - Page Views		
Sunday	24,983	9%
Monday	35,213	13%
Tuesday	38,237	14%
Wednesday	45,537	17%
Thursday	45,815	17%
Friday	42,142	16%
Saturday	32,288	12%

Kiosk Recipe Activity	
Sunday	19%
Monday	11%
Tuesday	13%
Wednesday	13%
Thursday	13%
Friday	14%
Saturday	18%



Service Counter Scale



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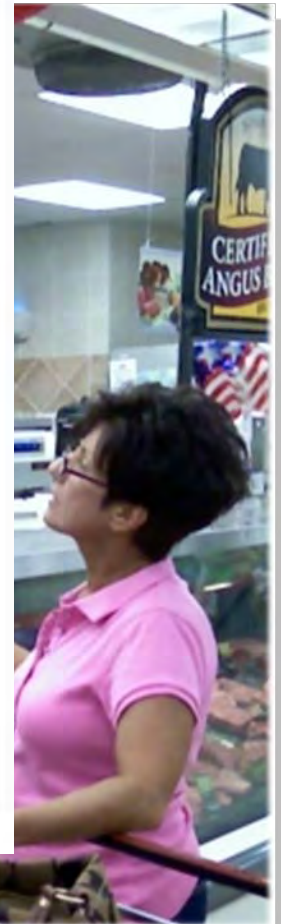
 Differentiated Products, Services and Brands

Business Case



Sales per transaction...24%
higher *when someone
other than the cashier*
makes a connection with
the customer!

*In store survey of 500 customers

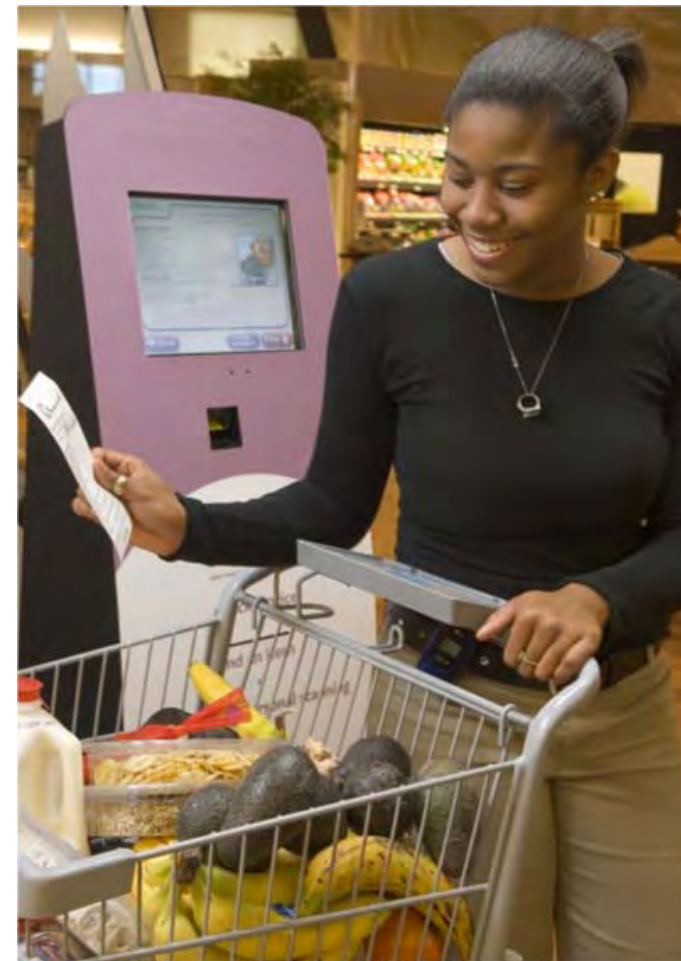


How it Works

Scan a perishable item



***Or touch the screen to view
and print recipe solutions.***





Orange Rosemary Chicken
Courtesy Of Lipton® Sides

Courtesy of Lipton® Sides

Servings: 4
Prep Time: 10 Min.
Cook Time: 12 Min.

Serve With:
Lipton® Pasta Sides® - Chicken
and fresh steamed broccoli.

What You Need:
4 bones

- You Need:**
- * 4 boneless, skinless chicken breast halves (about 1 1/4 lbs.)
 - * 2 Tbsp. I Can't Believe It's Not Butter! ® Spread
 - * 1 pkg. Knorr ® Roasted Chicken gravy mix
 - * 1 1/2 c. water
 - * 1/4 c. orange juice
 - * 1 tsp. chopped fresh rosemary or 1/2 teaspoon dried rosemary leaves, crushed
- What To Do:**
1. Season chicken with 1/2 tsp. salt and 1/4 tsp. pepper.

What To Do:

1. Season chicken, if desired, with salt and ground black pepper.
 2. In 12" nonstick skillet, melt Spread over medium-high heat and cook chicken 8 minutes or until chicken is thoroughly cooked, turning once. Remove chicken to serving platter and keep warm.
 3. In same skillet, stir in Knorr® Roasted Chicken gravy mix blended with water, orange juice and rosemary. Bring to a boil over high heat, stirring constantly. Reduce heat to low and simmer, stirring occasionally, 3 minutes.
 4. To serve, pour sauce over chicken. Garnish, if desired, with orange slices.
- Tastes great with Lipton® Pasta Sides®.

Tastes great with Lipton® Pasta Sides® - Butter & Herb Rice Medley.

Wine Pairings:
Riesling

Safe Cooking Temperatures: Use this guide for internal cooking temperatures to determine when meat or poultry is ready to serve.

Meat or Poultry	Internal Temperature (°F)
Pork	160° F
Beef, Veal & Lamb roasts and steaks	160° F
Ground Beef	160° F
Poultry (chicken, turkey, etc.)	165° F

SHOULDER TO COOK

POWERED BY
SHO TO COOK

The Challenge

- 46% of shoppers say their **biggest dinner dilemma is figuring out what to cook each day**; at 6PM, 70% still don't know
- **58 % shop without a list** - time starved and searching...
- Many **shoppers lack the skill, confidence, or experience** to try something new or to experiment with a more expensive cut
- **87 % prepare the same recipe 3.4 times / month**
- Shoppers complain of being in a “**Recipe Rut**” ..the same old ingredients prepared the same old way’ – they want help in-the-aisle, to provide new ideas.

The Challenge

- The typical supermarket selects maybe 40,000 items to offer to their shoppers...The typical household only buys about 400 distinct items *in an entire year*, and they buy only about *half of those regularly*. LONG TAIL MEDIA IN THE STORE September 2008 JOURNAL OF ADVERTISING RESEARCH

“The Recipe Rut”



Top 10 SKU's Represent 22% of Sales:

4 SKUs of Chicken Breast = 11%

4 SKUs of Ground Beef = 8%

1 SKU of Round Roast = 2%

1 SKU of London Broil = 1%

(Source: internal data - 2007)

ShoptoCook Recipe Source Path - 2008

39

48,983,651

3,261,999

1,257,013

Source	Total Recipes Shown	Total Recipes Viewed	Total Recipes Printed
For Kids	6,816,996	522,899	206,590
Scanned Items	4,957,168	316,445	119,933
What's New	2,826,908	203,210	79,639
Kids Produce Recipes	2,466,640	183,147	72,967
For Dessert Lovers	3,376,393	176,882	70,735
Seafood	3,630,122	180,496	69,195
Meals in Minutes	3,402,319	165,194	61,540
Chicken	2,276,370	130,555	50,078
Great Grilling	1,439,545	96,367	35,698
NESTLÉ® TOLL HOUSE® A Million Reasons to Bake	799,059	77,497	32,184
Every Day with Rachael Ray	1,228,835	77,488	31,025
Holidays	985,617	66,095	27,808
Kids Fruit Recipes	613,886	64,669	23,608
Beef	1,400,646	61,319	22,781
Halloween	463,297	46,364	18,113
Smoothies & More	430,259	44,933	17,924
Serves 2	504,146	41,554	16,434
Spring Sensations	591,172	33,084	12,500
Back To School	387,405	29,973	11,799
St. Patrick's Day	327,165	28,563	11,363
Thanksgiving	463,589	27,565	11,153
Kids Veggie Recipes	390,207	42,272	11,085
Pork	564,040	28,480	10,521
Weight Management	294,232	28,259	10,228
Women's Wellness	181,429	25,793	10,210
BUITONI® Go Italian!	406,550	27,098	10,146
Slow Cooker	323,347	27,407	9,954
Game Day Recipes	346,824	22,329	8,686
Vegetarian	429,350	22,752	8,422
Appetizers	461,400	20,839	8,384
4th of July	298,126	21,245	8,344
Hispanic/Espanol	263,085	22,010	8,016

RETAILER: *****

2008

SKUs Scanned - by Recipe Group Category

Recipe Group Category	Total Scans	
Chicken Parts	7,605	11%
Beef Steak	6,154	9%
Beef Ground	4,869	7%
Finfish Fillets	2,579	4%
Beef Roast	2,549	4%
Vegetable	2,347	3%
Sausage, Flavored	2,242	3%
Pork Ribs	1,933	3%
Deli Meat, cooked	1,861	3%
Shellfish, prepared	1,694	2%
Baking Ingredients	1,675	2%
Cheese	1,637	2%
Shellfish	1,625	2%
Pork Roast	1,471	2%
Button - Meal Elements	1,367	2%
Seasonings	1,334	2%
Chicken Prepared	1,326	2%
Pork Chops/ Steaks	1,324	2%
Pasta	1,190	2%
Fruit	995	1%
Hot Dogs and Franks	951	1%
Chicken Whole	946	1%
Beef Stew/ Cube/ Strips	904	1%
Beef Miscellaneous	837	1%
Beef Prepared	786	1%
Turkey Ground	770	1%
Canned Vegetable	728	1%
Dairy	694	1%
Condiments	676	1%
Sauces	608	1%

Scanned Items

Single Chain 2008 Keyword Search Phrases

Ingredient Category	Count
chicken	3010
cookies	1424
steak	953
shrimp	921
beef	866
chili	865
cake	828
pizza	772
pork	757
soup	724
salmon	696
fish	620
turkey	589
ham	531
meatloaf	509
pasta	507
ice cream	459
pie	427
chocolate	406
cheesecake	379
beef stew	375
cakes	375
apple pie	370
pork chops	364
lasagna	351
ribs	335
smoothies	330
roast	311
meat	308
desserts	303
pot roast	296
lamb	288

Keyword Search

CASE STUDY: Increase Turkey Sales Off-Season with Answers™

Company

ShoptoCook, Inc. is a leading developer of interactive digital customer service solutions for supermarkets. ShoptoCook's Answers™ is an interactive suite of in-store recipe solutions providing shoppers instant access to thousands of appetizing recipes while they shop. Once a shopper selects the perfect meal solution on screen, the recipe prints in seconds; shopping list in hand, headed to center store, picking up the ingredients needed to prepare their meal.

Background

In May 2007 ShoptoCook collaborated with a supermarket chain to measure the impact of Answers™ recipe solutions on shopper behavior. The goal was to leverage the in-store recipe solutions kiosks to increase turkey category sales for a four week period. Approximately 24,000 recipes across this client's network on a weekly basis. The question was: Did the placement of Answers™ influence shoppers to consume turkey outside the holiday season? Did the placement on screen, impact shopper behavior? Did the placement of the ingredient first to plan their meals around?

Test

In order to test the potential impact of Answers™ on turkey sales, ShoptoCook dramatically increased the presence of Answers™ in the client's network by increasing the frequency of display. During the test period, including turkey recipes as substitutes in other protein categories. Through June 6th 2007, shoppers were presented with turkey as the featured ingredient.

Results

During the test period, turkey recipes printed across the network at a rate of one per day. In the eight week period leading up to the test period, the turkey category averaged a sales increase of 11.7%. During the test period, the turkey category averaged a sales increase of 13%. There was no other turkey promotional activity during the test period.

Conclusion

Shoppers' purchasing behavior is significantly impacted by the placement of featured ingredients in recipes selected from the Answers™ interface. Category managers should consider integrating a recipe solution into their Answers™ as an innovative tool for building shopper loyalty.

* based on sales dollars

Retailer executed one month test to increase turkey category sales off season resulting in **Turkey category sales lift of 11.7%, chain wide, same store, year over year.**

"...LY Movement & Sales were up 14 % . TY up to 1st Qtr. which ended on 4/21/07 ; Turkey was up 19%. For the last four weeks ending 5/19/07, Movement and Sales were up 32% for Net Dollars and 28% for Scanned Units. This was a success!" Turkey Category Meat Merchandiser

Effectiveness

Building Turkey Demand off-season through strategic Meal Idea placement



- Solution Marketing versus Product focus
- Make Mealtime Interesting - Variety
- Healthy Eating (*A Portfolio Approach – it's still about pleasing the family*)
- Local Production...

What concerns consumers the MOST about the foods they eat

People simply want to make healthful choices: 22% voiced this in the latest survey, and this response far outdistanced the rest of the field of 18 answer choices. This was the #1 answer, in the same percentage, a year ago as well. Current findings show this to be a common concern across all income tiers.

Rounding out the Top 5 concerns: 'fat content/low fat' (14% vs. 13% last year); 'chemical additives' (11% vs. 10% last year); 'salt/sodium content' (9% vs. 8% last year); and in a fifth-place tie, 'sugar content' (7% vs. 8% last year) and 'calories' (7%, same as last year).

Fat content, low fat	14%
Sugar content/less sugar	7%
Salt/sodium content, less salt.	9%
Calories/low calorie	7%
Cholesterol levels	2%
Food/nutritional value	6%
Chemical additives	11%
Preservatives	1%
Desire to be healthy/eat what's good for us.	22%
Vitamin/mineral content	1%
Balanced diet	4%
Carbohydrate content	3%
Freshness/purity/no spoilage	5%
Protein value	0%
Fiber content	1%
Nothing.	2%
Other	1%
Don't know/no answer	3%



Improvements consumers want in their primary food stores

(Does not add to 100 because of multiple responses.)

Not surprising in the current economy, 48% of consumers name 'price/cost savings' as their #1 desire. Respondents with no children at home account for the majority (59%) who say this. 'More locally grown foods' is second at 40%. 'More variety/better assortment/wider choice' ranks third at 31%. People who spend the most each week (\$81 or more) drive this response (65%). 'Better customer service/employees' is fourth at 24%.

'More fresh made foods' ranks fifth at 21%. Respondents in family-raising age brackets (29% age 40-49 and 20% age 25-39) show up strongly in this response, trailing only the age group of 50-64 (39%), which frequently transitions into empty nesters.

This Top 5 wish list is quite similar to year-ago findings. Two key differences: This year, 'price' rose by 4 points from 44% in 2008. Also, 'more organic foods' slipped from its fifth-place tie last year (22%) to a more modest 17% level of mention.

Best customer service/employees .	24%
More ethnic offerings.	19%
More fresh made foods.	21%
More gourmet foods	18%
More imported foods	12%
More organized	14%
More variety/better assortment/ wider choice	31%
Nutritional and other health information	13%
Offer better quality products.	5%
Price/cost savings	48%
No improvements are necessary ..	10%
More locally grown foods	40%
More organic foods	17%
Don't know.	3%

#1

#2

Recipes Sell

