

BUSINESS GENERATING IDEAS

1. Highlight traditional holiday meal dishes in your store

- Implement a program in your store that merchandises traditional holiday meal ingredients
- Promote the prepared food section as an alternative to making meals from scratch
- Provide holiday recipes such as green bean casserole, mashed potatoes and dinner rolls
- Include private label items in holiday meal displays
- Don't forget to include the beverage aisle

2. Offer special savings for customers focused on value this season

- Offer combined savings on items that go together to make a dessert or side-dish
- Run special sales on holiday meal ingredients
- Implement a compare and save program promoting your low prices when compared to local competitors
- Include cost-friendly recipes for those cooking a holiday dinner this year

3. Create a holiday classic end cap featuring popular holiday dishes

- Group products together such as canned green beans and onion straws, stuffing and gravy, crackers and cheese, etc.
- Include recipes for popular holiday side dishes

- Provide shoppers with suggestions on how to make their holiday meal delicious and affordable by promoting private label brands

4. Feature festive beverages in your holiday classic campaign

- Feature wine as an affordable indulgence
- Include craft beers as a must-have for holiday parties
- Use signage to spotlight holiday beverage options and include recipes
- Remind shoppers not to forget ice!
- Include festive non-alcoholic beverages such as hot chocolate and eggnog

5. Highlight the meat and seafood departments as destinations for holiday meal main-courses

- Point out that you carry lobster, ham and turkey for the main course
- Promote any specialty meats that your store may carry such as goose or lamb
- Offer shoppers ideas to enhance the dinner menu with add-ons such as marinades, sauces and seasonings⁷



⁷ Nielson Wire. "Frugal Customers Return to Home Base."

6. Entice shoppers with decadent desserts

- Highlight bakery items such as holiday cakes, pies, cookies and gourmet chocolates
- Provide recipe cards for shoppers so that they can make fun holiday desserts at home
- Merchandise holiday baked goods in an end cap display

7. Create a sampling station

- Trigger impulse sales by offering sampling stations in your store featuring holiday meal dishes
- Include the products being sampled near the station so that shoppers can easily add them to their shopping cart



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HOLIDAY CLASSICS

Promoting holiday dishes to increase sales in store this season

While analysts are anticipating a difficult holiday season, the forecast for sales of food and drink is looking merry. The category is expected to see the most growth this year compared with other categories researched by Santa Monica, Calif.-based IBISWorld.

Consumers aren't expected to change their spending patterns drastically from last year. However, Christmas sales are estimated to grow 0.19 percent to \$128.1 billion across four traditional categories: food and drink, gifts, decorations and other (flowers, postage, etc.). IBISWorld predicts food and drink sales will increase 11.65 percent this year to \$27.23 million from \$24.84 last year. The gift channel isn't facing as much cheer, with a continued decline of 2.61 percent, finishing the season at \$81.91 million, according to IBISWorld.

"The recession has caused people to go back to family values as opposed to simply buying presents," explained Toon van Beeck, senior analyst with IBISWorld. "Consumers just don't have the money to fork out on unnecessary gifts and luxuries such as traveling. Instead, they'll cherish time spent with close family and friends."





He continued: "Inventory is going to be one of the key factors for retailers. If retailers manage their inventory, they won't need to discount like they did last year. Last year, consumers were focused on the problems facing them, and retailers [were] heavily discounting their products from clothes to food to kitchenware. But this year, consumers and retailers are more prepared and they know ... there is a light at the end of the tunnel."

Consumer focus on entertaining at home, home cooking and celebrating family values will be central to growth of food and beverage sales, IBISWorld's research found.

"We definitely feel that the 2009 holiday season will be a good year for the food industry and grocery," van Beeck said. "There are a lot more consumers looking toward health, well-being and environmental concerns — these concerns all come into play in the gourmet food market. We feel gourmet product and specialty food stores are in a better position and will have growth this holiday season."

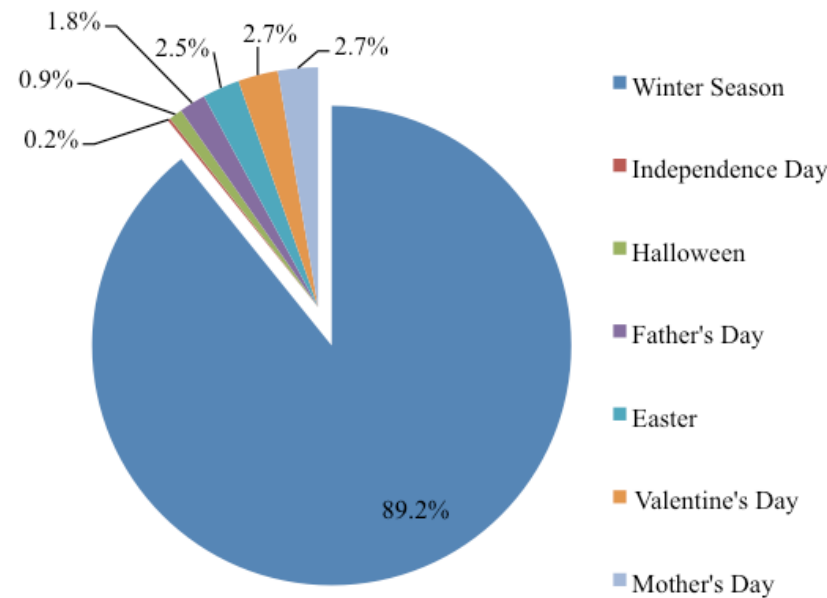
While specialty stores will gain some traction this year, with consumers focused on shopping locally, van Beeck said large chains and discounters will also reap the benefit of food and beverage sales.

"Big supermarket chains and big-box retailers continue to increase their shelf space of luxury foods and goods, so a lot of consumers will be looking in those areas as well as [in] specialty channels," he explained. "There will be growth in both areas."¹

10 Tips for Retailers Bringing Holiday Cheer⁷

1. Tempt taste buds with in-store tasting and cooking demos.
2. Savor the smells of the season with aroma therapy.
3. Lighten moods with music from local school bands or choirs.
4. Touch the lives of others by collecting food bank donations.
5. Switch out in-store TV ads with broadcasts of holiday classics.
6. Reward frequent shoppers with holiday prize drawings.
7. Partner with manufacturers on donations to local charities.
8. Enhance the décor with holiday decorations.
9. Serve up a smile and an appreciative attitude.
10. Respect staff workers with reduced

Annual Sales by Holiday/Season



1 Article Source: Progressive Grocer. "Bright Holiday Ahead for Food and Drink." November 12, 2009.

7 Neilson Wire. "In Tough Times, 10 Ways Retailers Can Bring Holiday Cheer."

THOUGHT STARTERS



93.2 percent of Americans celebrate a winter holiday.²

Step 1: Uncover the need

- The holidays are the biggest spending season for stores. What are you planning on doing in-store to increase your sales for this holiday season?
- The holiday season consists of multiple opportunities for stores to increase sales in various departments. What have you done in previous years to capitalize on this?

Step 2: Close the deal

- A big part of the holiday season revolves around food and drink. Would you like us to help you develop an economical signage program to promote festive holiday items in your store?

65.3% of shoppers are affected by the economy.³

Step 1: Uncover the need

- Due to the current economic situation, more and more people must cut their 2009 holiday budget. Has your store been affected by the economy? How can you combat this during the holiday season?

Step 2: Close the deal

- Nearly 50 percent of shoppers will be shopping multiple stores to find the lowest price this season. Why don't you begin a campaign that focuses upon the added-value that shoppers receive from shopping your store? You can do this by suggesting ways for shoppers to save money!

- Of course, don't forget the private labels, which have seen huge increases in sales. Why don't you include private label items in your holiday campaign? You can create an end-cap display featuring affordable holiday meal ingredients.

American consumers are still looking to purchase beer, wine and spirits, and are more likely to seek value and entertain in the home compared with years past.⁴

Step 1: Uncover the need

- The beverage aisle can often be neglected throughout the year. What are you currently doing to merchandise this department in your store?

Step 2: Close the deal

- People are more likely to purchase mid-range wine and craft beer this season.⁵ Why don't you create an in-aisle display for holiday favorites this year?
- With the cold weather outside, people will want warm beverages. Why don't you include recipe cards in your alcohol aisle for warm holiday drinks?
- Don't forget the non-alcoholic beverages! Create a display featuring holiday favorites such as hot chocolate and eggnog. Don't forget toppings such as whipped cream and marshmallows.

Researchers speculate that gourmet product and specialty food stores are in a better position and will have growth this holiday season.⁶

Step 1: Uncover the need

- When it comes to special occasions, shoppers like to buy gourmet items to celebrate. Does your store carry any specialty products for the holiday season that could included in your campaign?

Step 2: Close the deal

- Many times people splurge on meat for the holiday season. Why don't you let shoppers know you carry specialty meats such as goose, lamb and Cornish hens? You can use a stanchion sign to highlight holiday meal main-courses.
- Free samples are always a great way to increase impulse sales. Have you ever thought about creating a sampling station and featuring different holiday items?



2 BIGResearch. "Economy to Impact Two-Thirds of Families this Holiday Season, According to NRF Survey."
3 NRF. "Holiday Forecast 2009."

4 Progressive Grocer. "Beverage/Alcohol Industry Sees More Entertaining at Home for the Holidays."

5 Progressive Grocer. "Beverage/Alcohol Industry Sees More Entertaining at Home for the Holidays."

6 Progressive Grocer. "Bright Holiday Ahead for Food and Drink."