

DELI

BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

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COVER STORY

On The Horizon

2013 promises to be a
year of retail change

BY JAN FIALKOW

The overwhelming trend that retailers can latch onto in 2013 is the consumers' quest for health and wellness. It permeates every food decision — even those that fail to meet the goal.

According to a survey of 35- to 46-year old parents conducted by Y-Pulse, a Chicago, IL-based research and consulting firm that specializes in helping food companies better understand tomorrow's tastemakers today, 70 percent of the respondents looked for healthy menu options when purchasing from the retail deli.

Sharon Olson, executive director of Y-Pulse, says, "It's best to highlight what positive nutrients rather than negative ones left out such as salt, sugar or fat."