

Meat Maximizes its Storewide Appeals

Supermarkets are beefing up their meat marketing and merchandising to engage consumers like never before

Today's meatier practices entice consumers on the perimeter, in center-store, even outside the store, and along the path of purchase.

SUPERMARKETS SIZZLE IN NEW WAYS

Supermarkets can also differentiate their image through clever store design around meat. For example, "using lots of reclaimed wood and barn siding says - without saying - that the store supports farmers, and their products are local and fresh. Think Stew Leonard's," observes Arlene Spiegel, founder and president, the Arlene Spiegel & Associates hospitality, restaurant and retail consultancy in NYC. "Dark mahogany shelving and soft lighting says - again without saying - that the store exemplifies innovative and special experiences. Think The Fresh Market. Of course, big box stores, with their fluorescent lights and economy-sized packages, promote price and value. Think Costco and Walmart."

MEAL SOLUTIONS, GUIDANCE CLICK WITH MILLENNIALS

Experts feel the retail energy spent to win in meat helps cast a positive halo over the rest of the store. "Since most shoppers shop the entire store, each department must reinforce the quality image of the others. Trust and confidence and a feeling of virtuosity is what supermarkets are selling - not just commodity goods," notes Spiegel.

For her part, Spiegel advocates what she calls "kit shopping" - these are wholesome meal solutions with imaginative recipe ideas, along with photos of the finished dish and all ingredients a cook would need cross-merchandised. An Asian meal, for instance, would have thin cuts of beef or chicken, bundled with julienne-cut vegetables and a spice blend.

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