

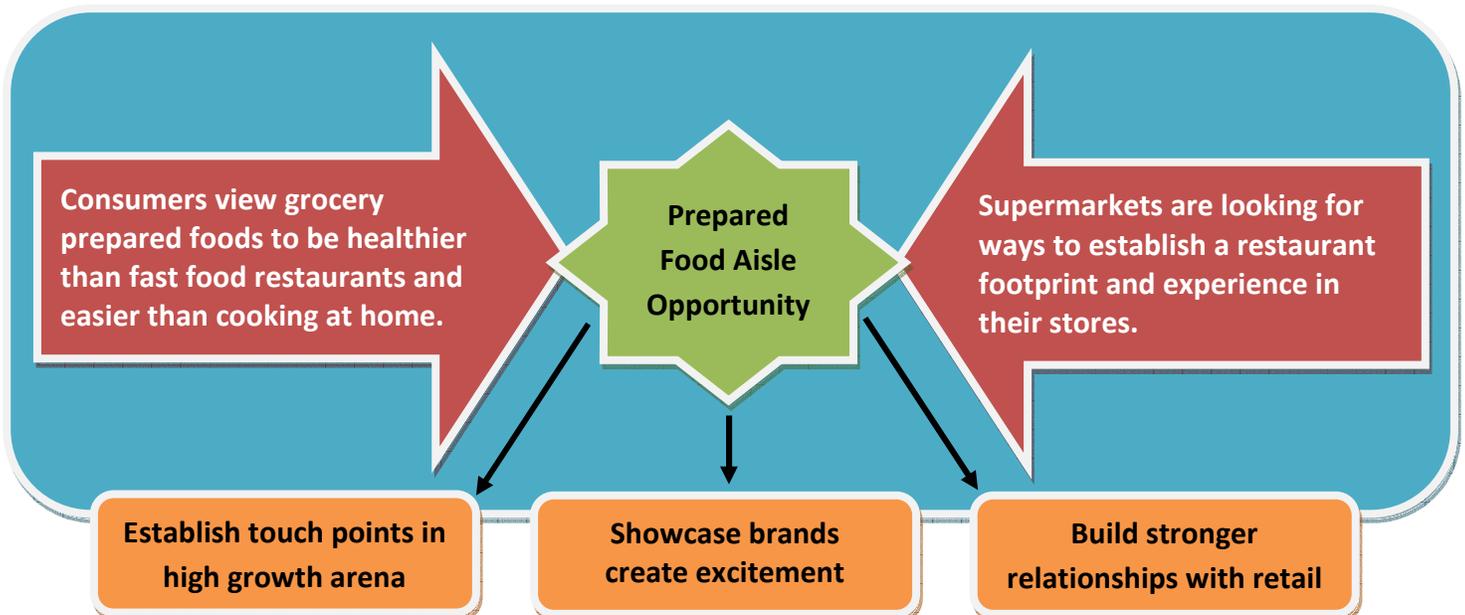
People are eating out less. The economic downturn has resulted in more dining at home, but prepared foods in supermarkets presents a significant opportunity.

❖ **Consumers, now more than ever, are seeking value dining options but still demand high quality and convenience.**

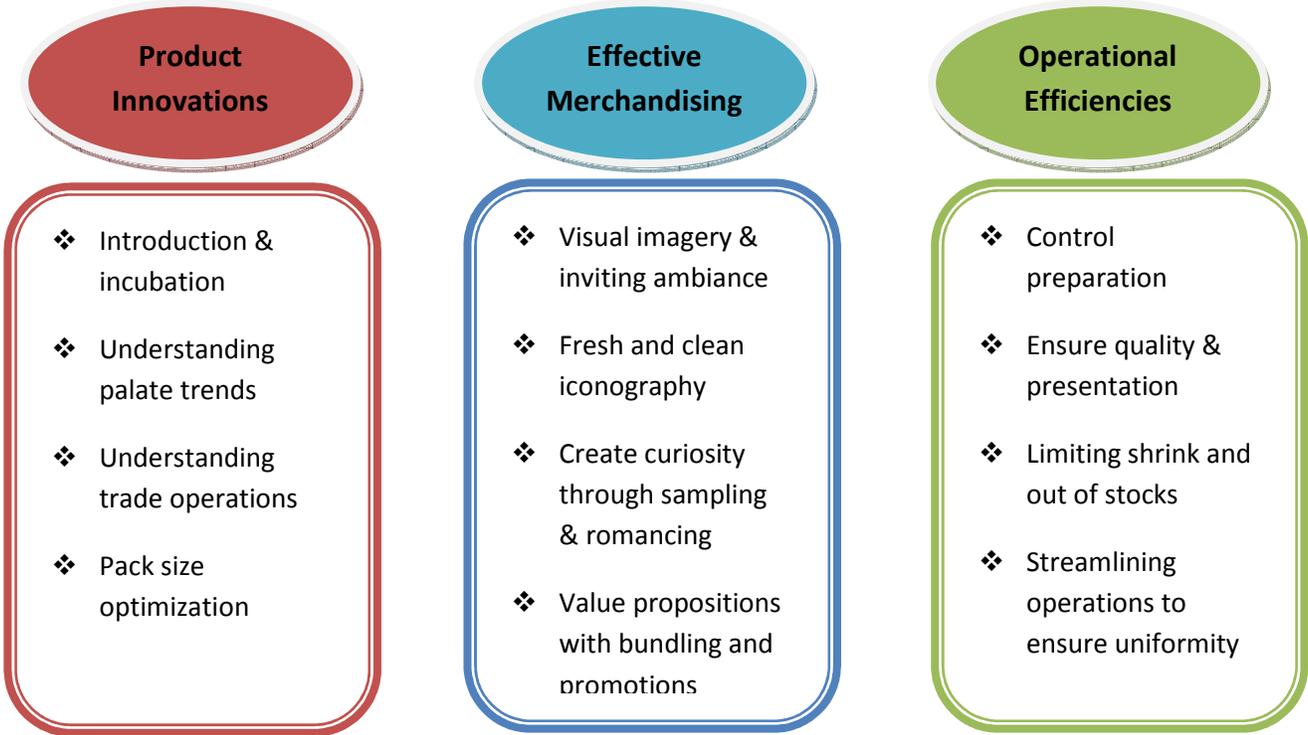
- Supermarket & c-store prepared food aisles offer all three both to people who want to eat on-the-go and want food to take home.
- Supermarkets are blurring the line of grocer and restaurant.

❖ **Successful retailers will partner with brand owners to expand and improve their prepared food offerings.**

- Consumers respond to quality, selection, convenience, and value.
- However, consumers walk away from poor quality and presentation.
- Retailers need to meet and exceed consumer expectations for foodservice.



For brand owners and retailers to successfully develop the prepared food aisle, they must offer the selection and quality of a restaurant.



Challenges **Our Experience**

Product Innovations

- ❖ Auctive uncovered opportunities for prepared food concepts through online panels of key trade decision makers and influencers.
- ❖ Auctive executed market tests in convenience stores revealing that creating a ritual and custom offering similar to foodservice operators can greatly impact sales. The learnings can be applied to multiple retail outlets.

Effective Merchandising

- ❖ Auctive worked with brands and retailers to develop merchandising plans to help establish a foodservice footprint in stores. We discovered how to enhance awareness and trial as well as uncovered the reasons that discouraged it.

Operational Efficiencies

- ❖ Auctive developed a retail concept to build excitement around a brand. The same learnings can be used to create showcase in the prepared food aisle.
- ❖ Auctive conducted a number of ethnographic studies with brands and retailers to uncover operational issues with prepared foods to create best practices.