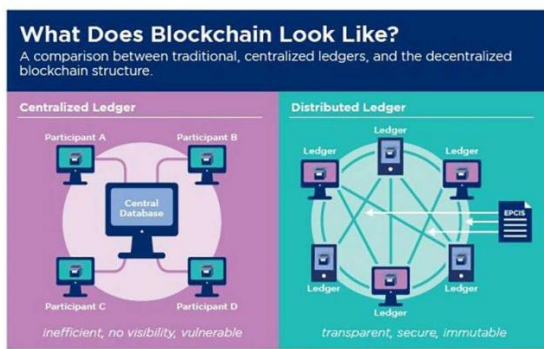


Food Retail Industry News

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Amplifying The Power Of Blockchain—What You Need To Know






Source: *The Shelby Report*

With the promise of fast and secure end-to-end product traceability, **blockchain** is easily one of the most energizing—and complex—technological developments of the past few years.

Originally developed in the financial industry, blockchain has demonstrated through early pilots from Walmart and other major food companies that it can improve the complex food supply chain. However, many industry stakeholders still don't have a clear picture on blockchain.

Here is an overview of what you'll need to know as blockchain matures—how it all works, how it will likely change the retail grocery supply chain and how to prepare.

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-  Use pre-shop messaging for quick recipes featuring prepared foods
-  Offer in-store assistance for easy meal ideas
-  Provide simple recipes for popular dishes
-  Offer in-store guidance for ease of shopping and meal prep
-  Avoid overusing “deli” as a descriptor as it limits ideas about what’s available

Positioning prepared foods as a “go-to” solution

Finding The Right Fit For Prepared Foods

Source: *The Shelby Report*

The “proud to serve” factor

In a previous Tyson study, shoppers admitted while they understand that the deli can offer a solution when there is no dinner plan, they often opt for take-out over their grocer's prepared foods because “nothing ever looks or sounds good.”

But, prepared foods are not limited by the finite menu options associated with take-out or fast food. By utilizing pre-shop messaging and point-of-sale menu ideas, retailers can show shoppers how to use prepared foods with other items from around the store to create easy meals they can be proud to serve. Just by becoming aware of the possibilities, shoppers better understand that prepared foods are a good fit for easy meal planning and a go-to solution when there is no plan.

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Culture Leads the Road to Success

Source: *FMI*

“There’s never been a time when people are looking

Brands take multifaceted approach to health and wellness

Source: *Supermarket News*

for leadership more,” suggested Kevin Holt, Ahold Delhaize USA CEO. “It’s a key thing we all have to pay attention to inside our organizations and our industry.

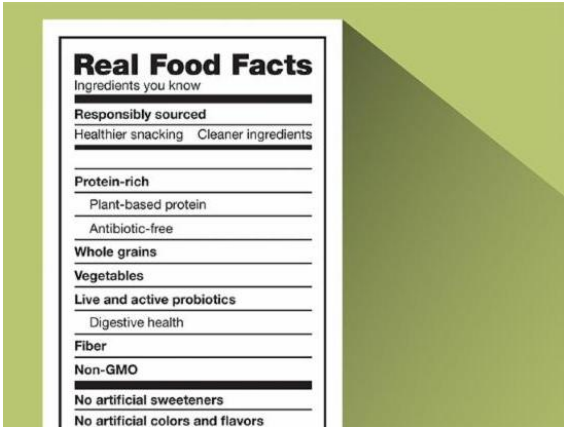
We really have a calling to provide the right purpose, framework, optimism and confidence about the future so that people want to work for us.”

“We need great people to work in our stores to provide and exceed the expectations of our guests. We know it’s good business.”

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Healthier snacking products, cleaner ingredient labels are key areas of focus.

Mainstream CPG manufacturers are seeking to appeal to consumers’ interest in health and wellness by reformulating existing items, developing new product lines in-house and acquiring smaller specialty brands.



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