

## Welcome to HESSMM Industry News

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### HESS MEAT MACHINES INC.

In business since 1946, Hess Meat Machines is a full service provider of commercial food service equipment, and butcher shop equipment. Hess provides sales, consulting, installation, training, support and service.

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### BUSINESS



#### Putting Your Business Story First

Source: *Grocery Business*

"One of the most important parts of the conversations you should be having with shoppers is: What is your food story? Why? It creates meaningful connections.

Today's consumer longs to be connected. They don't look to advertisements and commercials or even celebrities to get their information. Instead, they look to online influencers who share common experiences and testimonials about new products, brands and foods for everyday meals and full-blown holiday affairs. They look to their peers for suggestions about what works and what they should try. And they expect transparency from the people they trust—even you, their primary grocer.

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### ON THE RISE

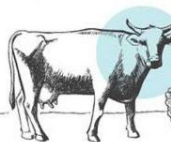
ACOSTA

Winter 2018

#### PROGRESSING PROTEIN PALATES

Americans (still) love meat. And alternatives are on the rise.

The avg. consumer  
 WILL EAT **222 LBS**  
 of red meat + poultry  
 this year!  
source: USDA



Beef + Chicken =  
**70%**  
 of fresh meat sold

↑18% buying MORE  
 ↓12% buying LESS  
 fresh meat vs. year ago

Key reasons for reduction:  
 1 PRICE 2 EATING HEALTHIER

41% of Millennials  
 are buying more fresh  
 meat, exceeding all  
 other generations

#### Fresh Meat And Plant-Based Alternatives On The Rise

Source: *The Shelby Report*

"Our research shows that protein continues to be a mainstay in shopping baskets, but **the kind of proteins shoppers are buying is evolving**," said Colin Stewart, SVP, insights, at Acosta. "Plant-based meat alternative sales are booming and popular with vegetarians and meat-eaters alike. Another trend we're seeing with protein is that **shoppers are paying more attention to labels** and product claims but are overwhelmed and confused about what they mean."

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### SURVEYS

#### Peapod Survey Shows More At-Home Dinners Planned In 2018

Source: *The Griffin Report*

When asked what would make it easier to cook at home, Americans report the most valued shortcuts as ready-to-serve or cook mixes (41 percent), an example of which would be meal kits, followed closely by pre-chopped produce (38 percent). Pre-

### TRENDS

#### Study: Consumers not loyal to one store

Source: *Supermarket News*

"The vast majority of shoppers – 83% – regularly visited between four and nine chain stores over the course of a year to purchase groceries. Of the 1,321

measured ingredients (34 percent) and grocery delivery (25 percent) are also perceived as adding value.

*households studied, only 12 stayed loyal to just one store."*

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**Hess Meat Machines**

1-800-572-4728

[sales@hessmm.com](mailto:sales@hessmm.com)