

## Eating Better

As the shift toward healthy eating grows stronger, delis respond with on-trend offerings

BY JULIE COOK RAMIREZ

**“Consumers often consider fresh to equal healthy, and the deli enjoys one of the best reputations for fresh food offerings over many other food venues,” says Sharon Olson, president, Olson Communications, a Chicago, IL-based food marketing firm. “The challenge for delis is that consumer perception is not always in line with the actual quantity of fat, calories, and nutrients in many popular foods, and serving size is also often inflated in their minds.”**