

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

DEC/JAN 2015 \$14.95

"Cross merchandising is the easiest way to demonstrate a meal solution to a customer and make it easy to immediately purchase without having to walk the store to pick up ingredients in different departments," says Sharon Olson, president at Olson Communications, based in Chicago, IL.

"Produce and deli have traditionally been perfect partners, and today even more so because of consumers' interest in fresh produce and the healthfulness of protein from the deli," says Olson. "Delis can also partner with meat and seafood departments by pairing delicious and appropriate side dishes that make it easy for consumers to put together a special dining occasion at home without preparing everything from scratch. Side dishes can be particularly labor intensive to make at home, and it's an easy choice for consumers to pick up something irresistible when the suggestion is made at the point of purchase."

"Suggesting a few items to put together a spread for a small impromptu party for customers who didn't have time to order ahead or have a large enough party to make catering trays a realistic option is effective," says Olson. "Another option is to suggest more innovative sandwich ideas that are a simple twist on favorites that pair meat, cheese and a specialty bread all from the deli. Or it could be as simple as pairing condiments like specialty mustards with different deli items to add new appeal to everyday sandwiches."

## Millennials, health conscious consumers demand natural products

"Selling more products through cross merchandising is about translating the trends in a context that is delicious and meaningful for an individual store's customers," says Olson. "Store managers on the front line will know if they have more requests for specialty products or healthful meal solutions, and cross merchandising that keys into trends customers want have the greatest chance for success."

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