

This is PART 2 of a 2-part series on healthy deli foods.
PART 1 appeared in the Dec./Jan. 2012 issue.

Healthy Deli

PART 2

New consumer research explores the balance
between health and indulgence in the deli

BY SHARON OLSON



“Invisibly healthy is based on the idea you can create foods that are inconspicuously healthier and delicious in order to entice people to try them.”

Finding the right mix of healthy offerings in the deli is a delicate balancing act that constantly change with the times. Today's trends leave no doubt that consumers want more balance in diet and lifestyle. Healthier, delicious yet healthful choices are in demand.

Current research shows consumers often seem more interested in healthy offerings when buying food to eat at home and less inclined toward healthful choices in restaurant environments. A new study of over 200 deli shoppers by Chicago, IL-based Olson Communications' Culinary Visions Panel compared their reactions to a range of different recipes for popular deli items including potato salad, cole slaw, pasta salad and bean salad.

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pleted the questionnaire, 60 percent were female and 20 percent were male. Age and household income were fairly evenly distributed.

This study shed light on the types of foods shoppers are more willing to accept as healthful and those they don't want changed. It explored the nuances of how names and descriptions of menu items affect shoppers' perceptions of whether food is healthy or indulgent when they shop in the deli department.

The recipes ranged from minor modifications on timeless classic