



FOOD RETAILING

2013:

**TOMORROW'S**

**TRENDS**

**DELIVERED TODAY**



# FOOD RETAILING 2013: TOMORROW'S TRENDS DELIVERED TODAY

## THE TEAM:

**booz&co.**

**CATALINA**®



**nielsen**  
.....

**CROSSMARK**  
The Way To Market



**RESEARCH PARTNER  
PANEL DISCUSSION**  
May 1, General Session, 3:30 p.m.  
Adapting to the Changing Consumer

**WEBINARS**  
Wednesdays in May, June, July  
General Overview Webinars: 5/15, 5/22, 5/29, 6/5  
Specialized Webinars: 6/12, 6/19, 6/26, 7/10

**THE TEAM:**

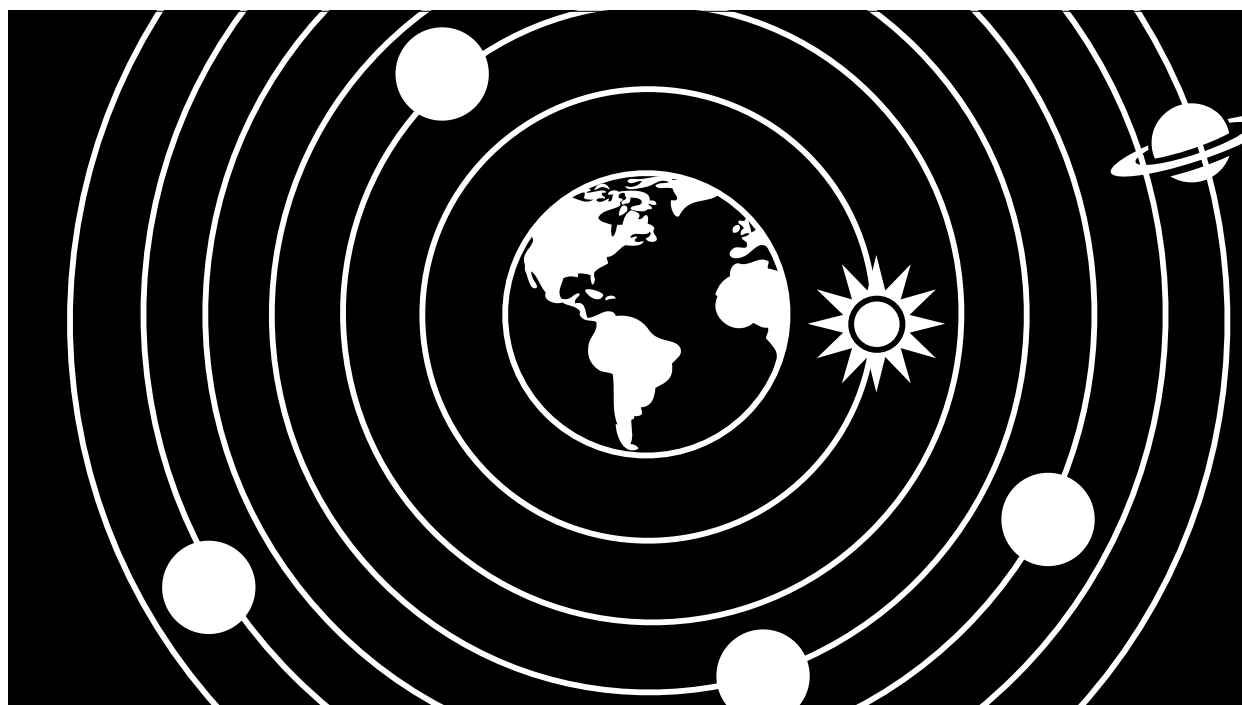
**booz&co.**

**CATALINA**

**FMI**  <sup>TM</sup>  
THE VOICE OF FOOD RETAIL  
Feeding Families  Enriching Lives

**nielsen**  
.....

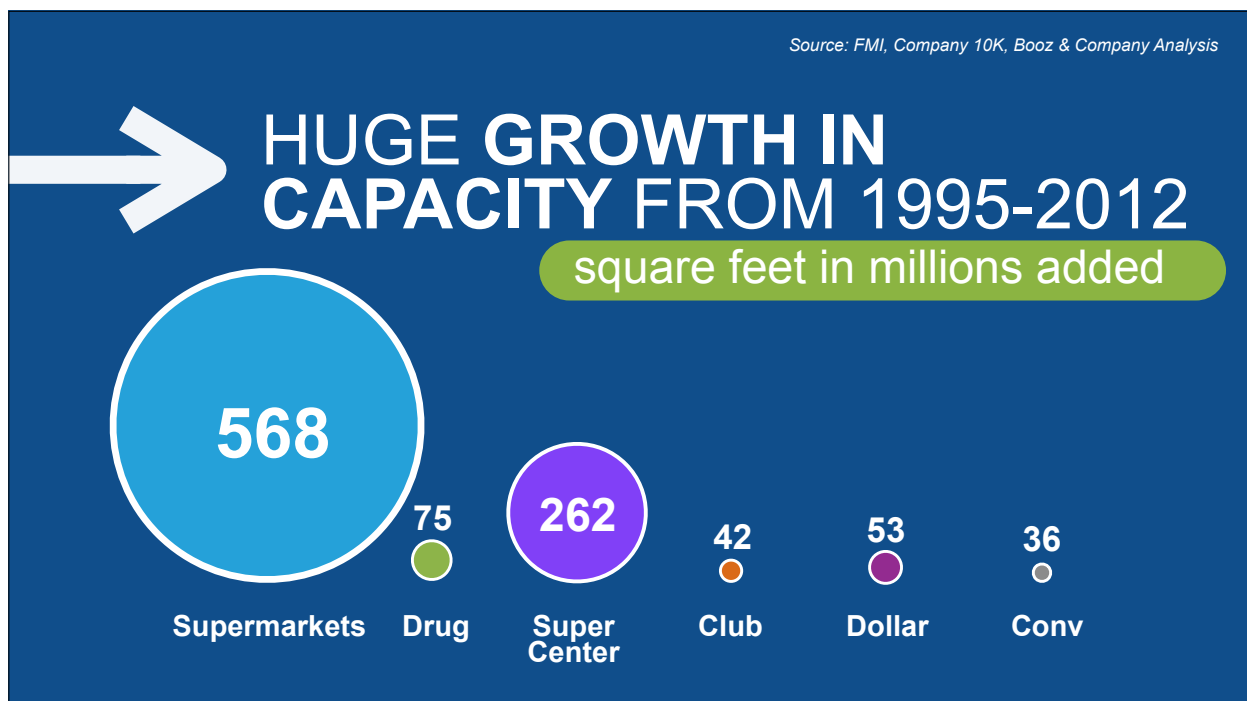
**CROSSMARK**  
The Way To Market

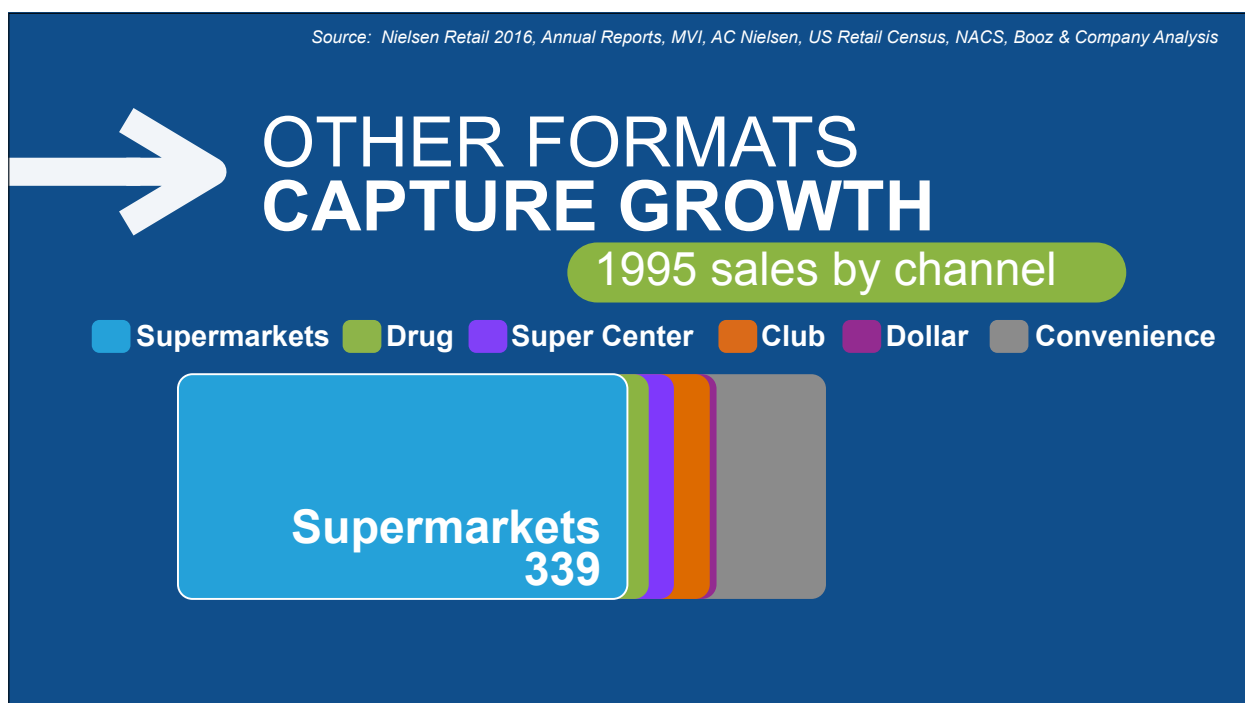
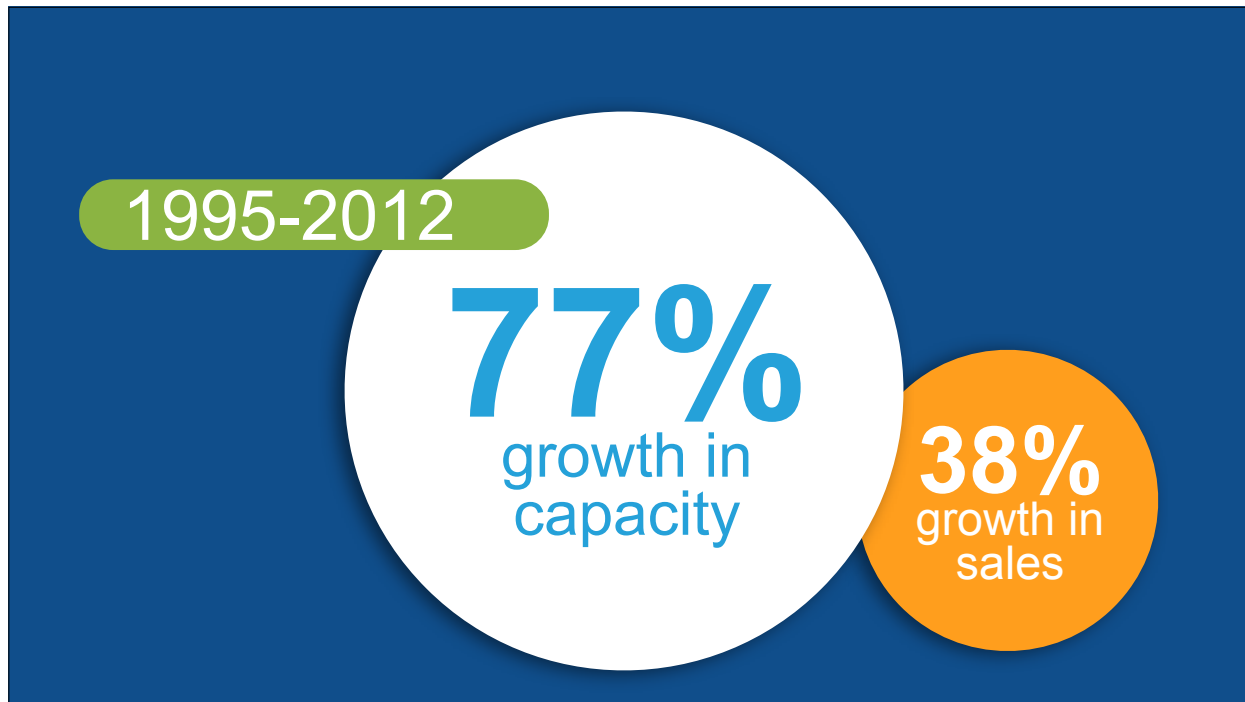


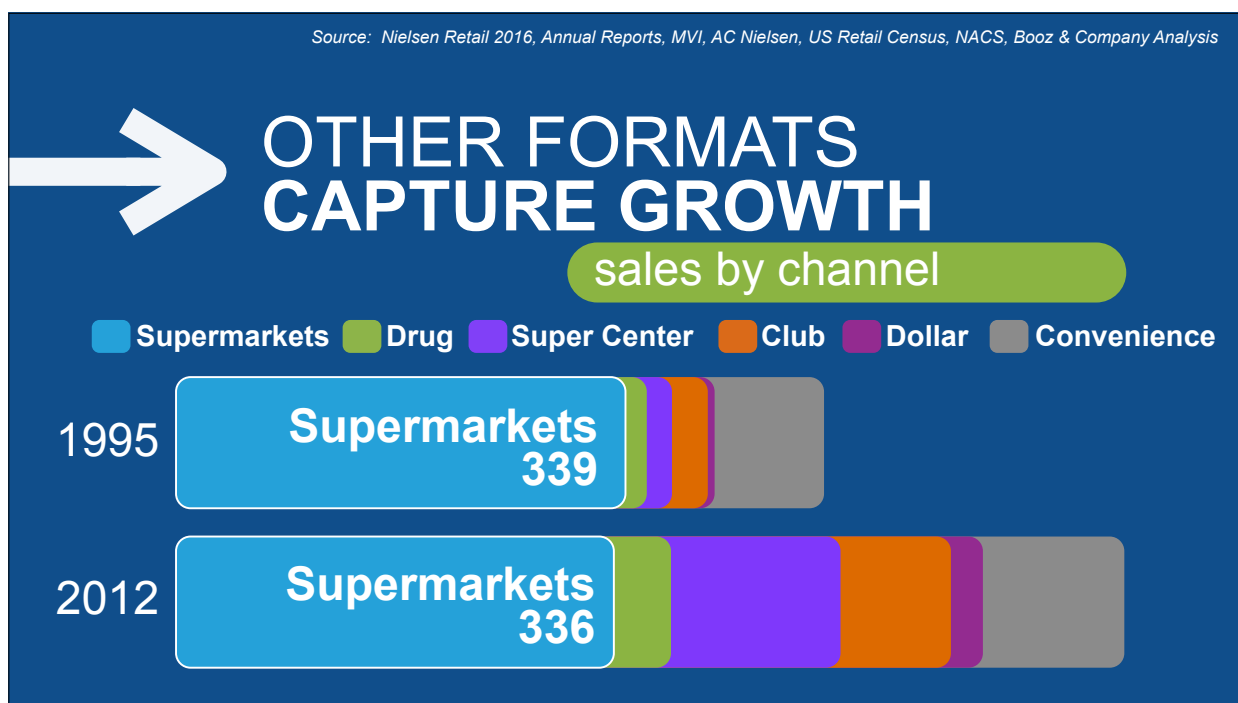
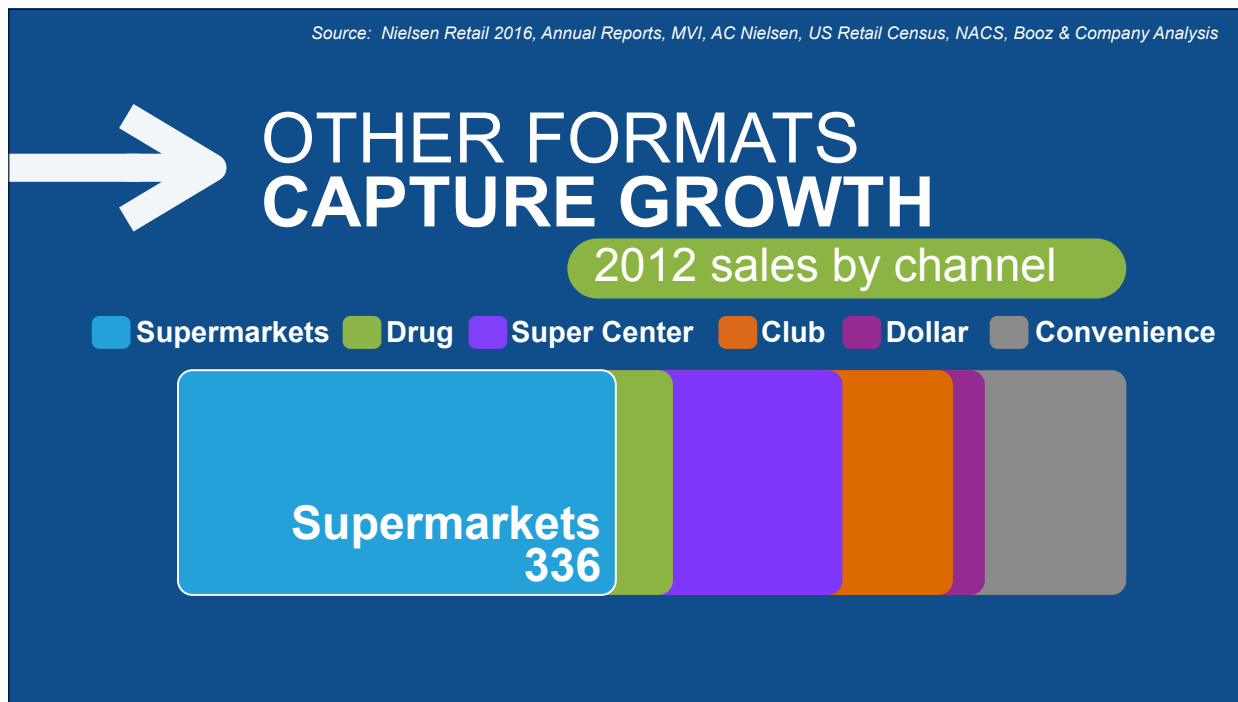


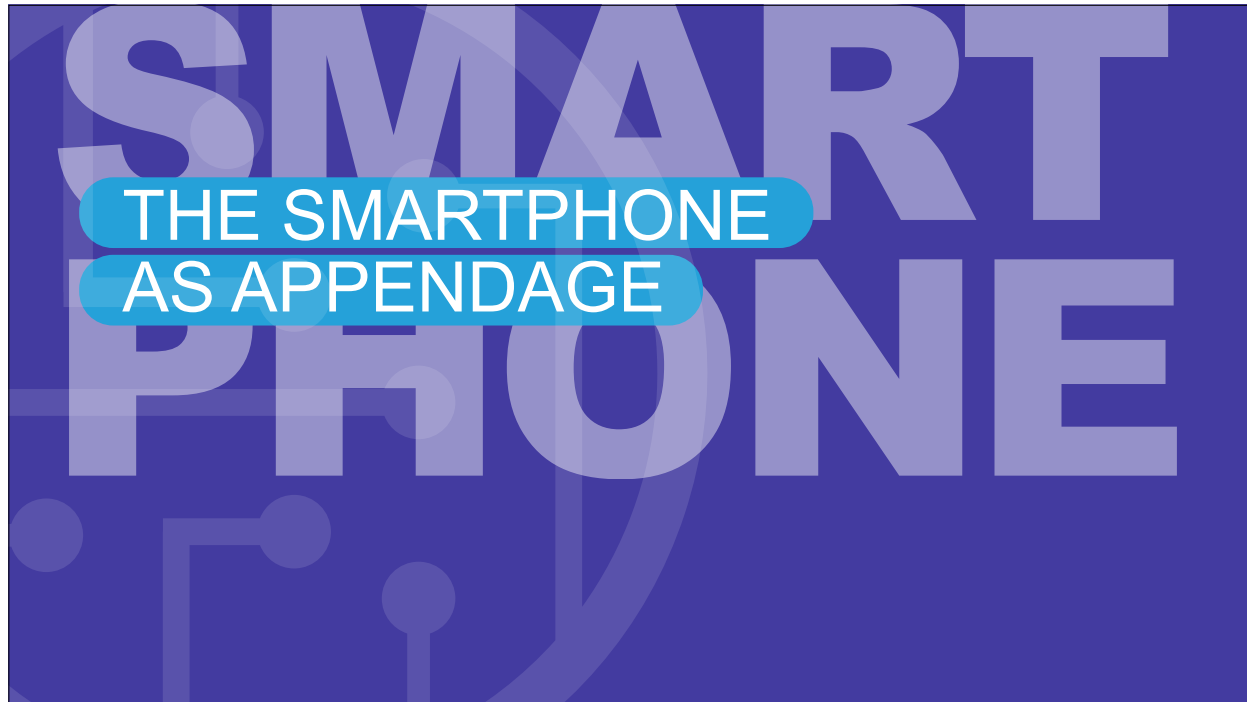






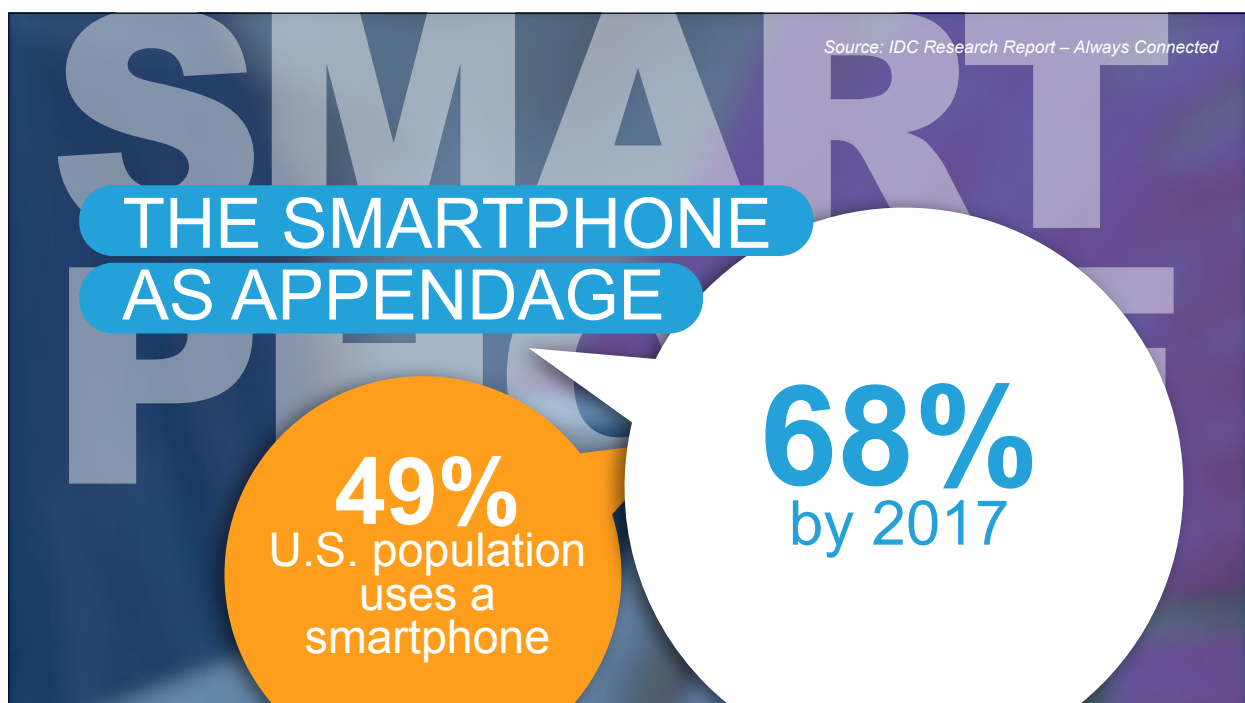
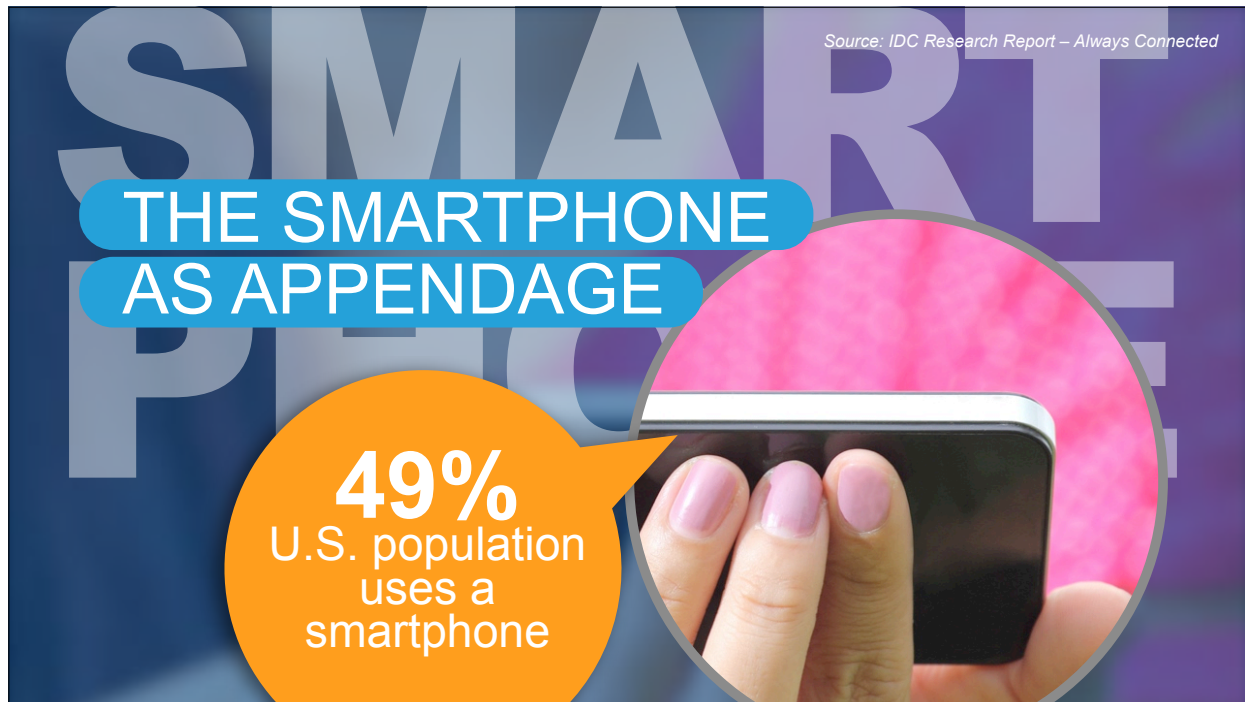




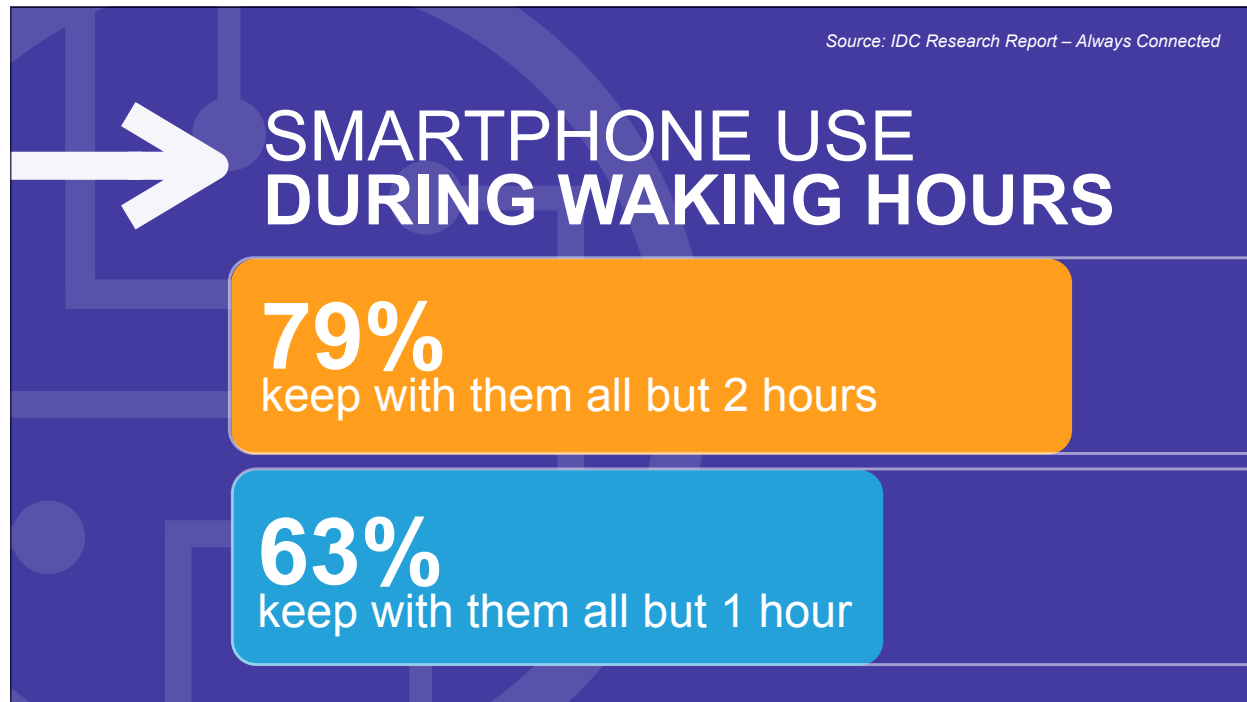


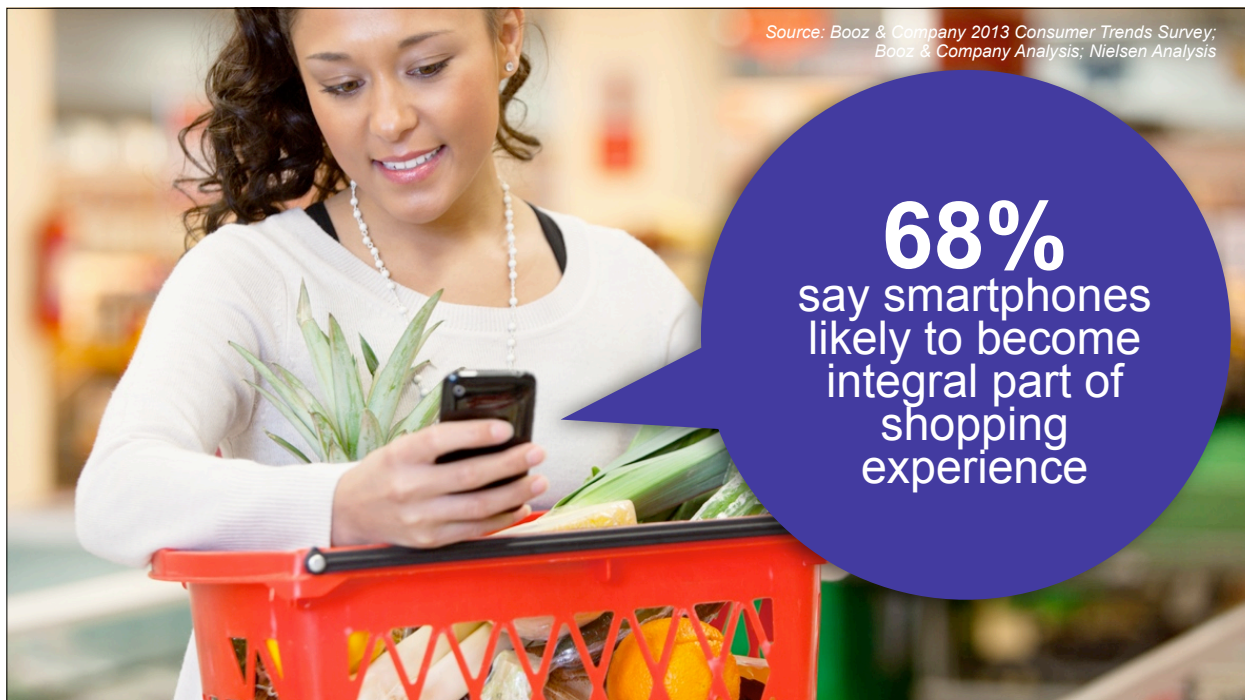




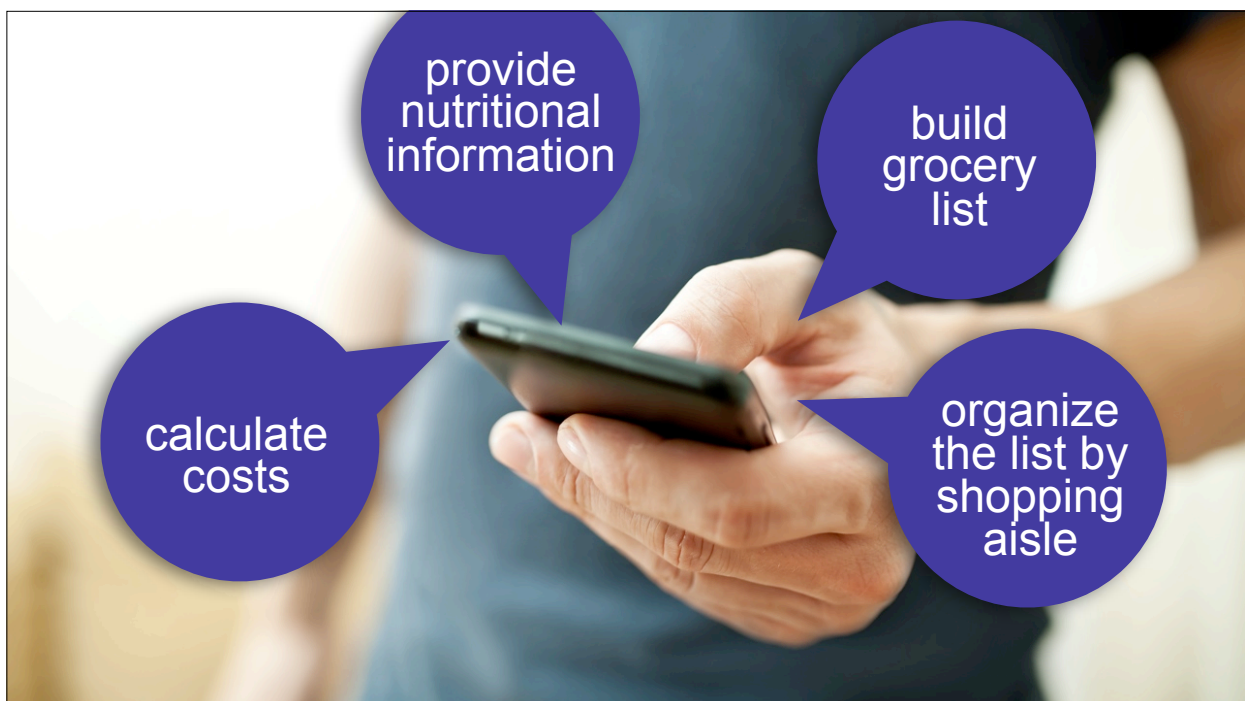
















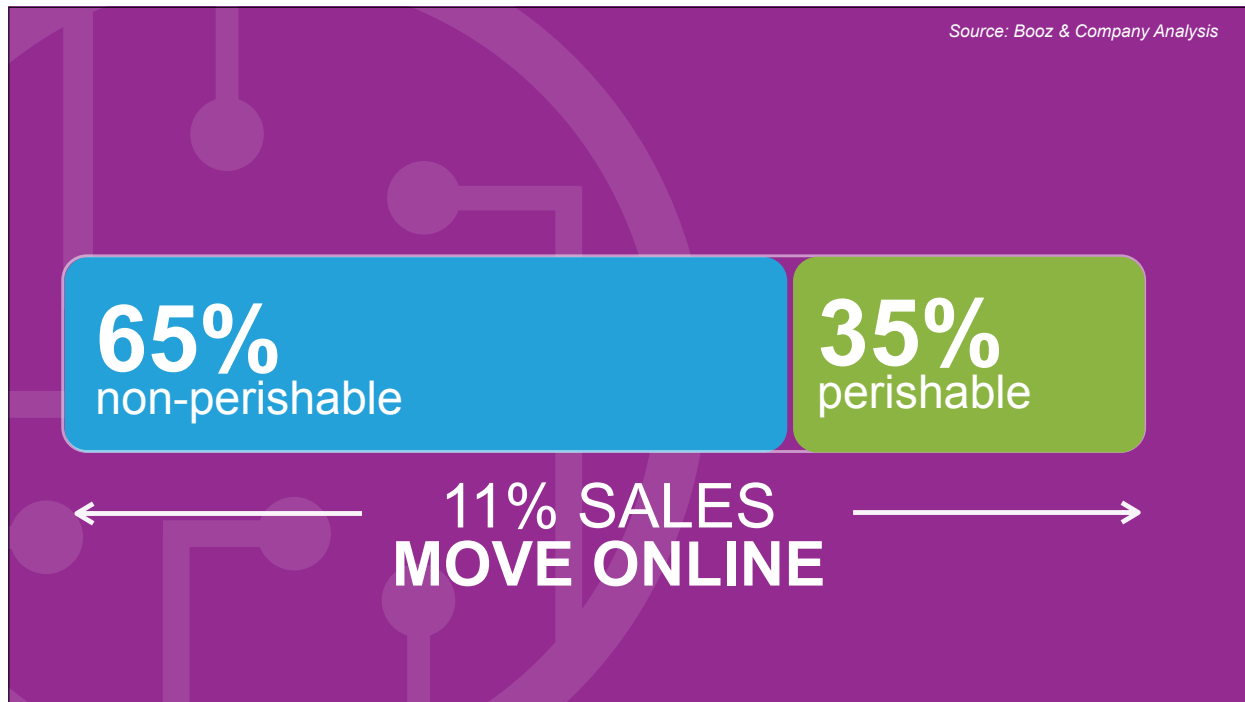












## FOUR OPTIONS FOR ONLINE STRATEGY

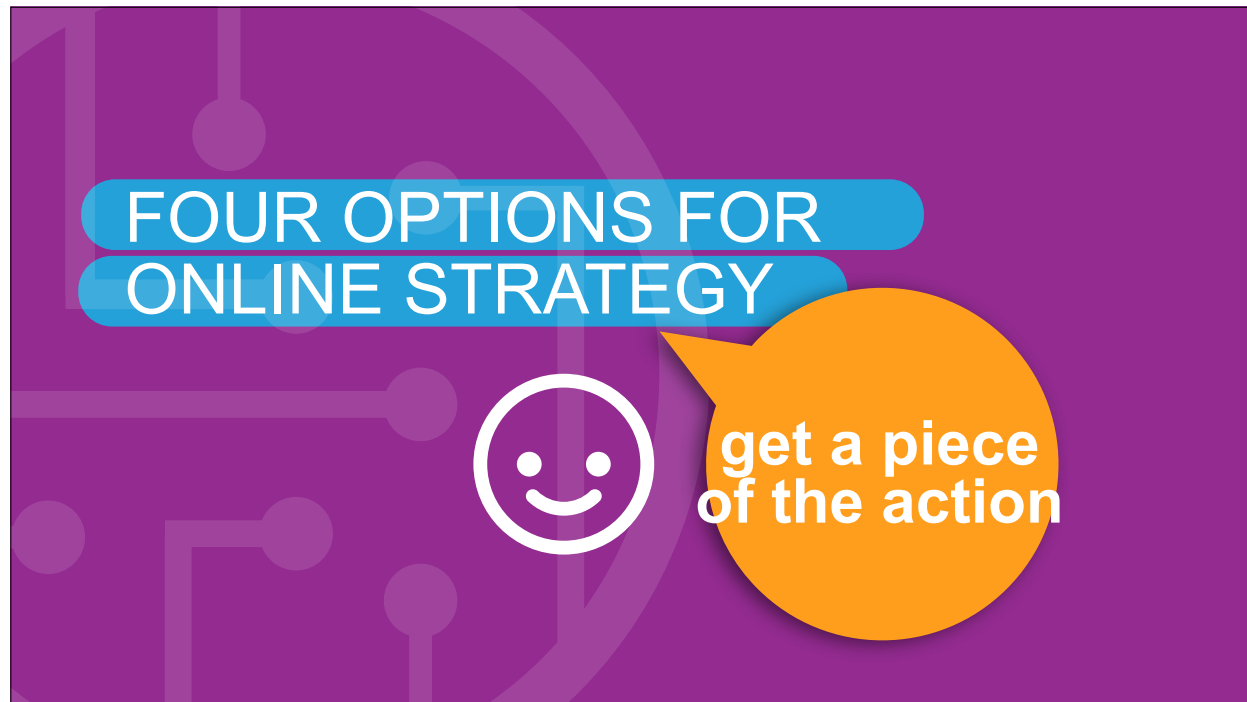


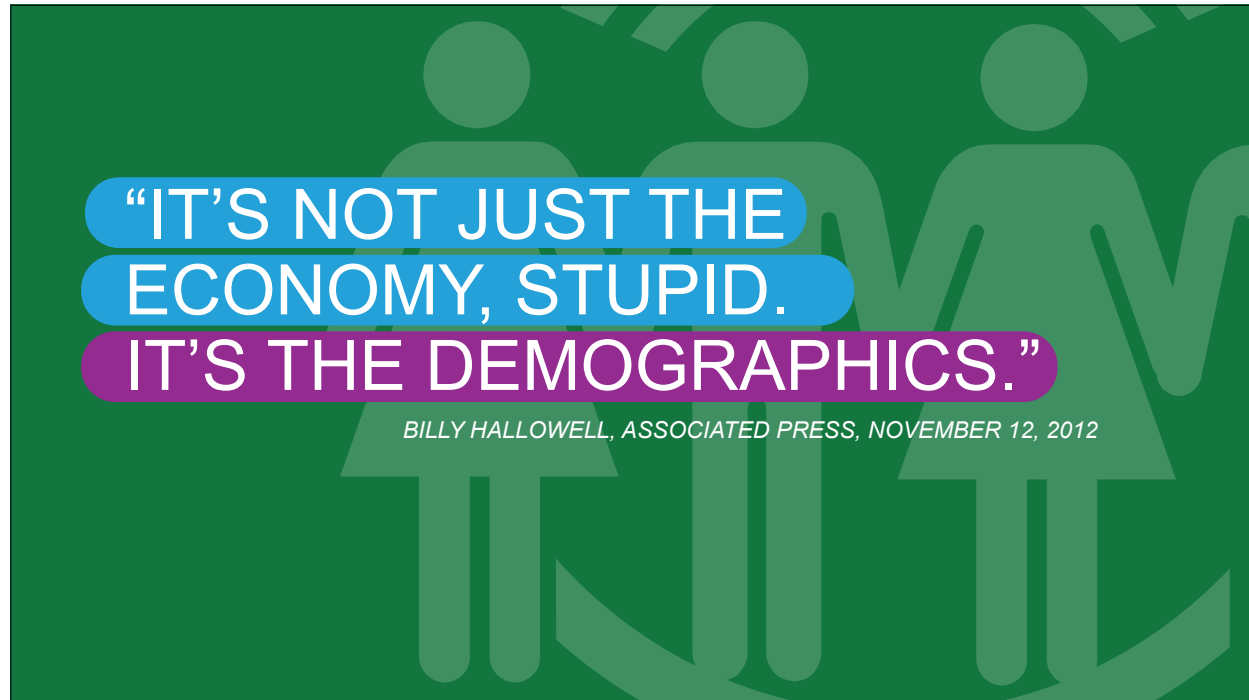
take the  
“misery loves  
company” out

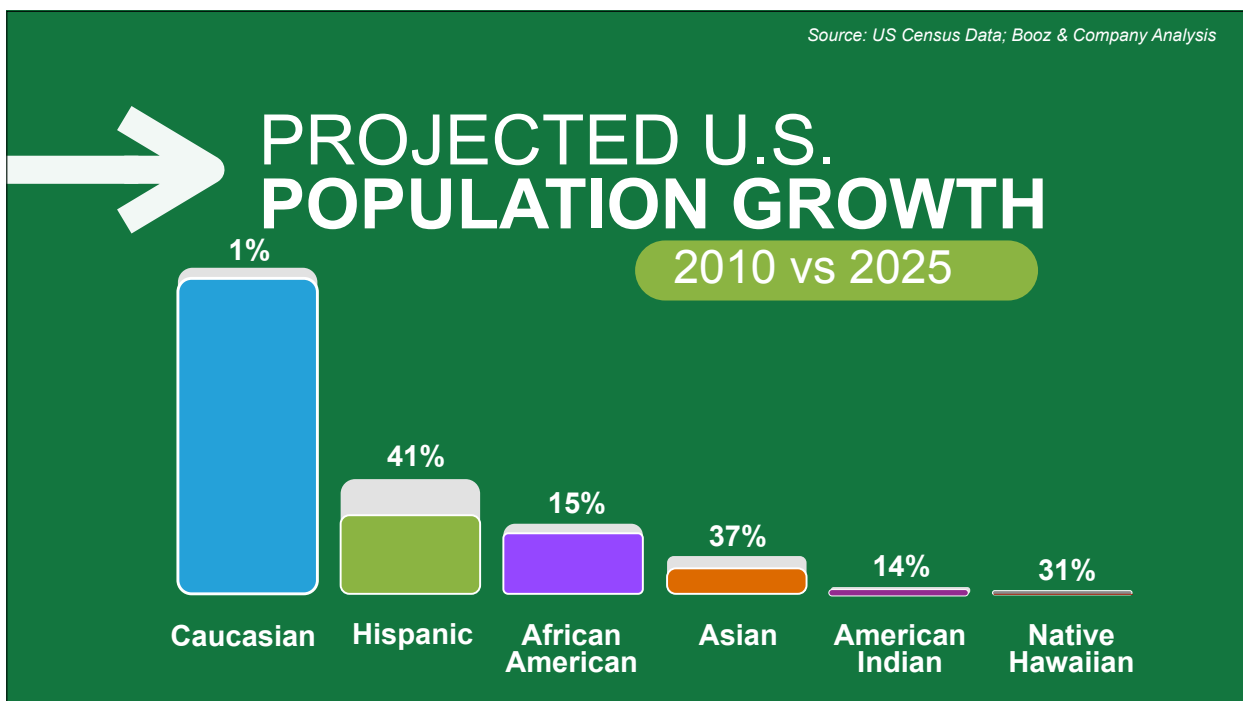
## FOUR OPTIONS FOR ONLINE STRATEGY

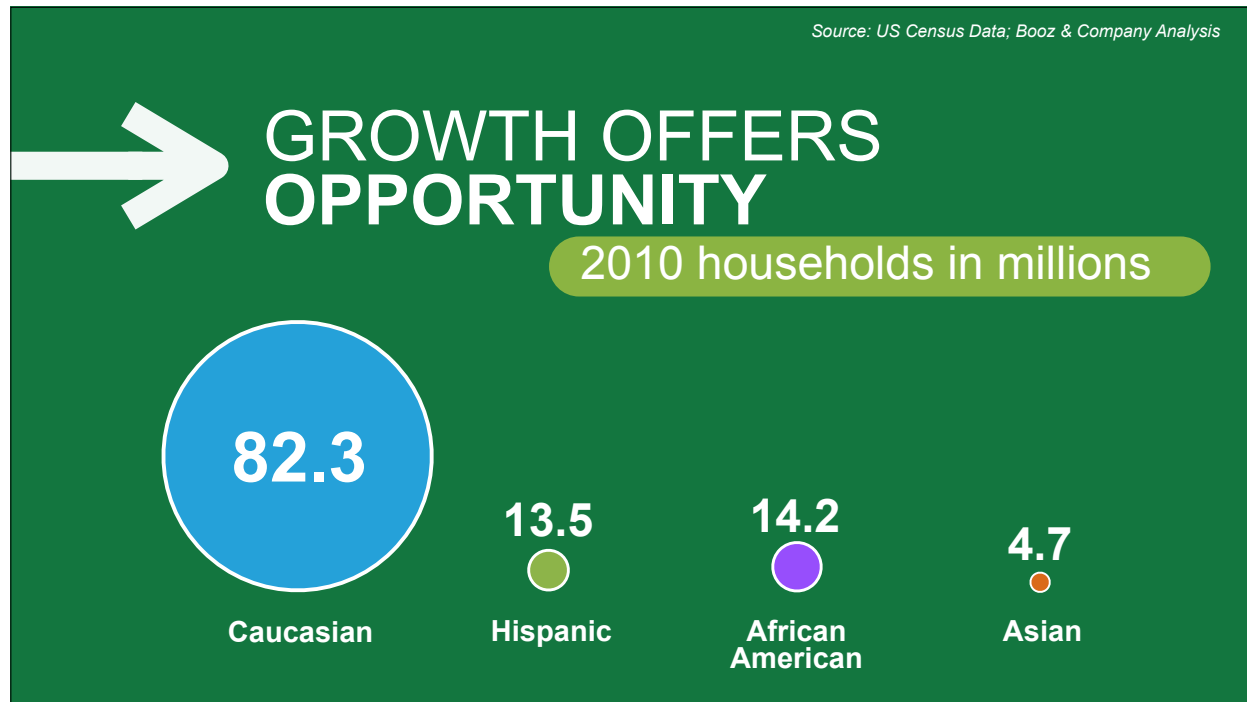


go  
head-to-head





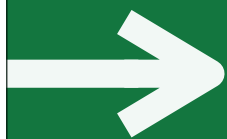








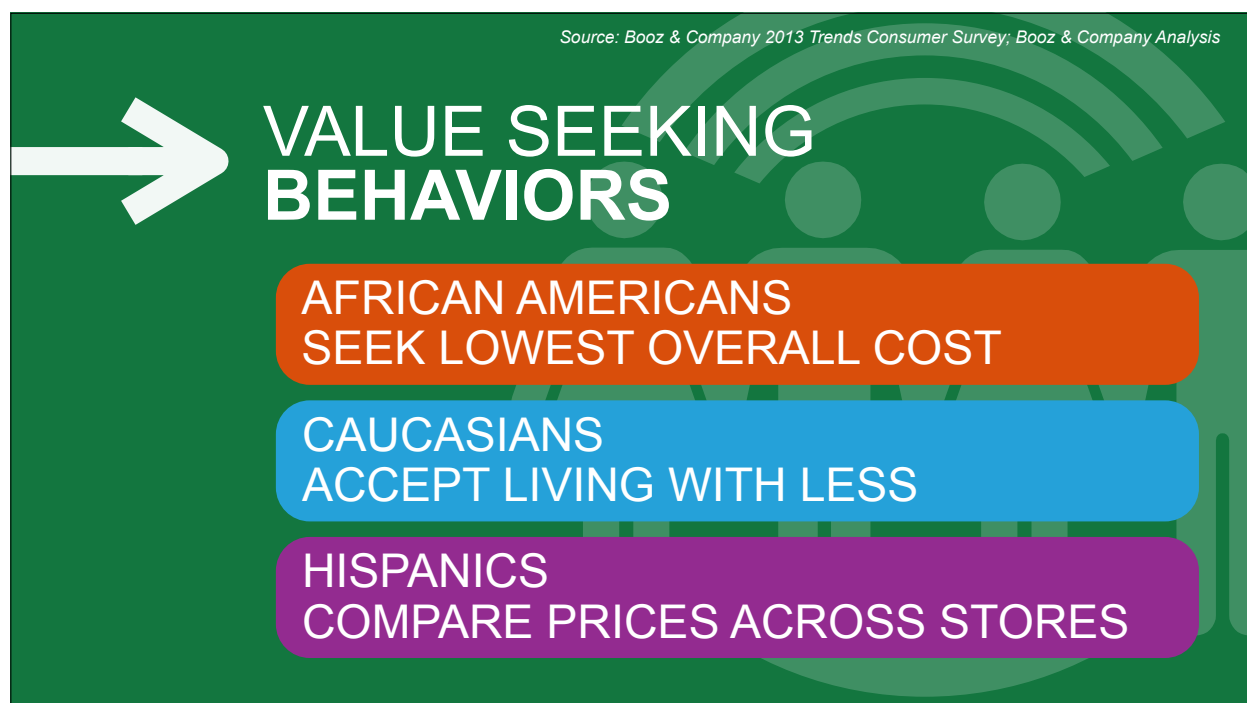
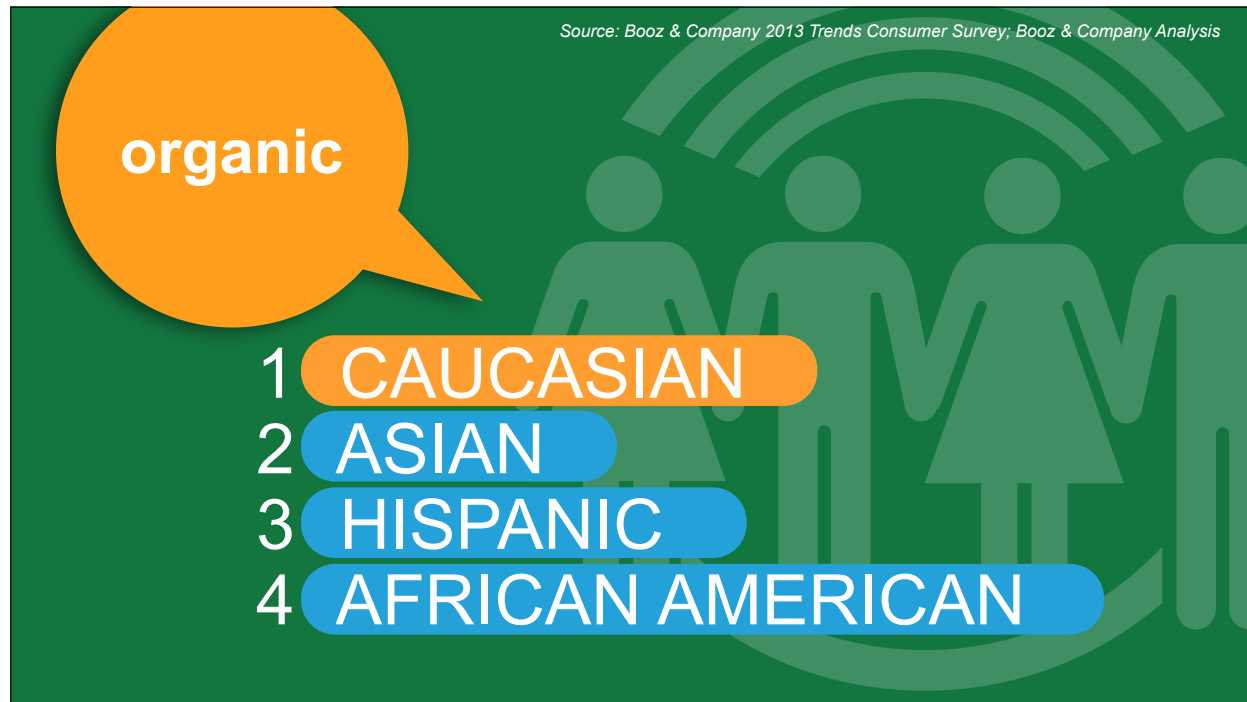
Source: Booz & Company 2013 Trends Consumer Survey



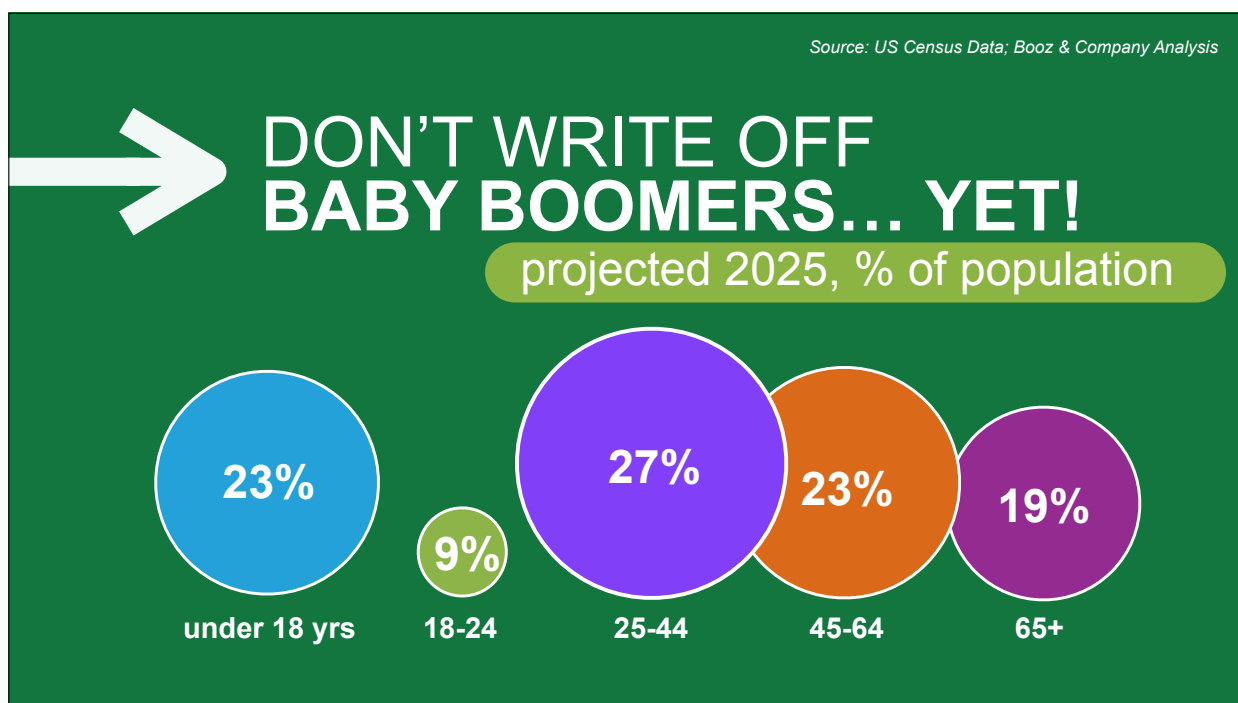
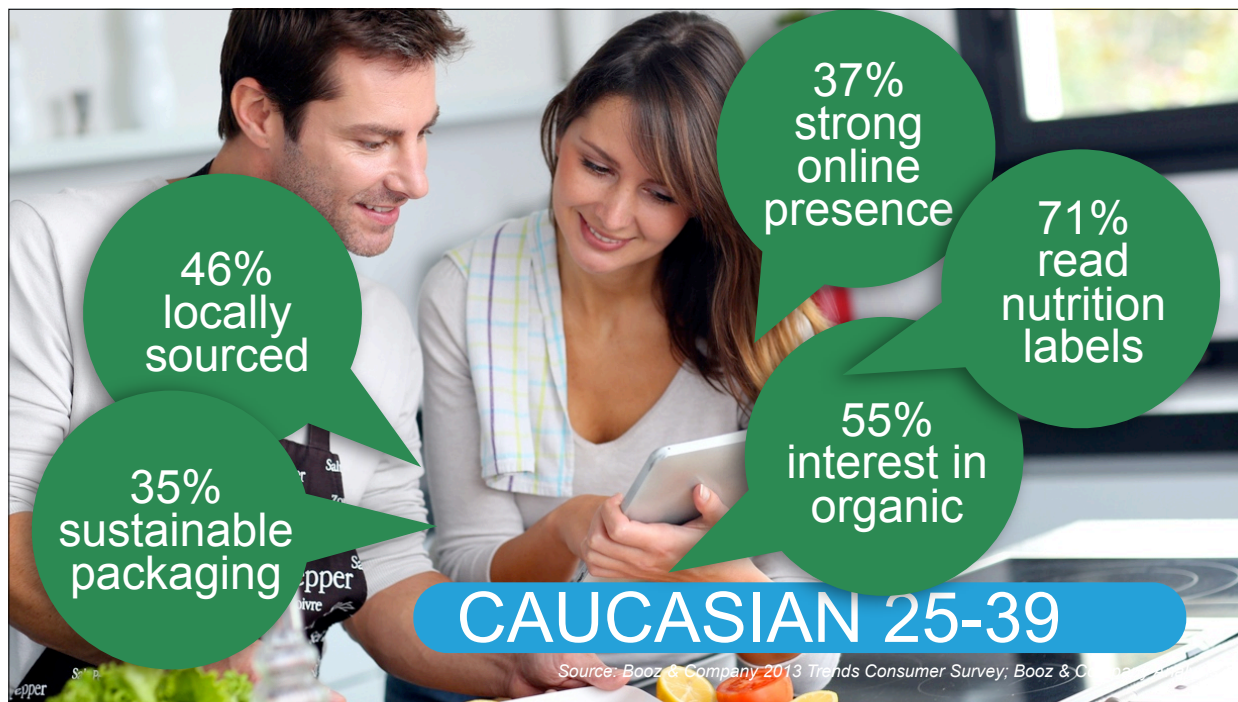
## CONSUMER PREFERENCES AS UNIVERSAL TRUTHS

in order of preference

- 1 LOW PRICES
- 2 HIGH QUALITY FRESH PRODUCE
- 3 ITEMS ON SALE / COUPONS
- 4 VARIED SELECTION
- 5 CONVENIENT LOCATION
- 6 FRIENDLY PERSONNEL







# MARKETING AND MERCHANDISING

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