

Increasing Demand at the Meat Case

Clip Hopkins

Publix Supermarkets
Jacksonville, Florida

Today's Lifestyle

There is no secret that there is a time famine among all our customers.

Results of National Survey:

1. 58% don't feel like cooking
2. 51% had a bad day
3. 30% no time to cook
4. 28% too tired to cook
5. 19% felt like a treat
6. 18% evening activities



Did you know?

1. Two thirds of all dinner decisions are made the same day.
2. Of those, 73 percent do not know at 4:30 p.m. what they are going to have for dinner.
3. Forty percent of households spend less than 30 minutes on meal preparation, 78 percent less than 45 minutes.

Center of the Plate

Meat is still the "Center of the Plate." Beef is the largest single item purchased in the supermarkets and the largest retail dollar sale. It is vitally important to the total success of the supermarkets.



If we do not sell meat, beef being the most popular of all meats, we probably do not sell:

- vegetables
- condiments
- not even dish washing detergent

The problem with most customers is lack of knowledge. One in three shoppers admit their lack of cooking skills prevents them from buying certain cuts of meat. They will not buy if they do

not know how to cook it.

Confusion at the Meat Case

Most customers tell us that they view the meat case as a sea of red, pink and yellow. They are unable to distinguish between cuts within species. Names are confusing (skirts, flanks). If customers do not recognize what they want they will walk away.

To counter these difficulties we are trying:



1. Fifteen minute sections with varieties that will stimulate good meal ideas with little preparation.



2. Ready to cook sections, meats seasoned, marinated and prepared for cooking. Examples: stuffed meat items, kabobs, roast in bag with vegetables.



3. Ready to eat sections using all the winning cooked meat items as well as prepared side dishes. Examples: cooked rib eye roast, steaks, mashed potatoes, Twice Baked Potatoes and in the bag salads.

6. Associates training. The ability for a perishable professional to help give advice on cooking instruction, quality selection and quantity are an asset that is non replaceable.



4. Case setups with pictures of the finished (cooked) product.

7. Special promotions:
A. One Day Sale
B. Truck Load Sale
C. Western Day Sale
D. Custom cutting station (where customers can see their steaks cut)

5. Recipes - use all recipes we can get. On pack is the best method of distribution. The quicker and easier the better.

Beef is a major investment. Good value and exciting animation sells beef.

Don't throw out the baby with the bath water. Americans still love beef. They are still buying items like chuck roasts by the trailer loads.

We need to maintain the steak and hamburger business at home.

NOTES:

NOTES: