

2021 UPDATE: GROCERY & SUPERMARKET PREPARED FOODS OPPORTUNITY

A comprehensive analysis of restaurants and prepared foods in the retail food channel

BACKGROUND

While the events of 2020 threw a wrench into society, the increased focus on investing in the perimeter of the grocery store - fresh prepared foods - is one of the most interesting growth areas for U.S. grocers. The lines of retail and foodservice have been blurring as grocers realize there is a golden opportunity to capitalize on consumers' desire for fresh prepared foods and drive foot traffic. As the pandemic winds down, manufacturers require the intelligence necessary to capture the opportunities in the fast-growing retail foodservice segment. It is for this reason Foodservice IP has developed this update of its 2017 study for shared sponsorship that will commence in the Spring/Summer of 2021.

ENGAGEMENT OBJECTIVES

- Understand supermarket foodservice success drivers
- Identify and assess consumer trends and operator responses relating to menu categories and forms
- Evaluate retailer foodservice programs and strategies to retain, attract and capture an incremental share of customers
- Identify how restaurant chains can better compete with supermarkets
- Assist study sponsors to identify, prioritize and capitalize on opportunities

APPROACH

- **Engagement initiation** — FSIP will meet privately with each sponsor to discuss program objectives and proprietary research needs
- **Existing Data Review** — FSIP will gather and review all public information and nonproprietary research to identify trends
- **Shopper Research** — Online survey of 500 supermarket foodservice consumers divided among major U.S. regions to ensure coverage of retailers most important to sponsors
- **Retailer Research** — Qualitative feedback directly from 100 retail foodservice operators through in-depth interviews

NEXT STEPS

To purchase the 2021 Grocery & Supermarket Prepared Foods Opportunity study today, please complete the order form on the following page or contact:

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FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition. Our study sponsors receive:



The complete 2021 Grocery & Supermarket Prepared Foods Opportunity study with updated forecasts for growth and size of the segment



The ability for early participants to steer the study scope



Expert analysis and implications that will answer your most pressing questions



In-depth Power Point report



Truly strategic guidance around foodservice initiatives

PURCHASE AGREEMENT

2021 Update: Grocery & Supermarket Prepared Foods Opportunity

YES, I'd like to purchase the full 2021 study for \$13,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!