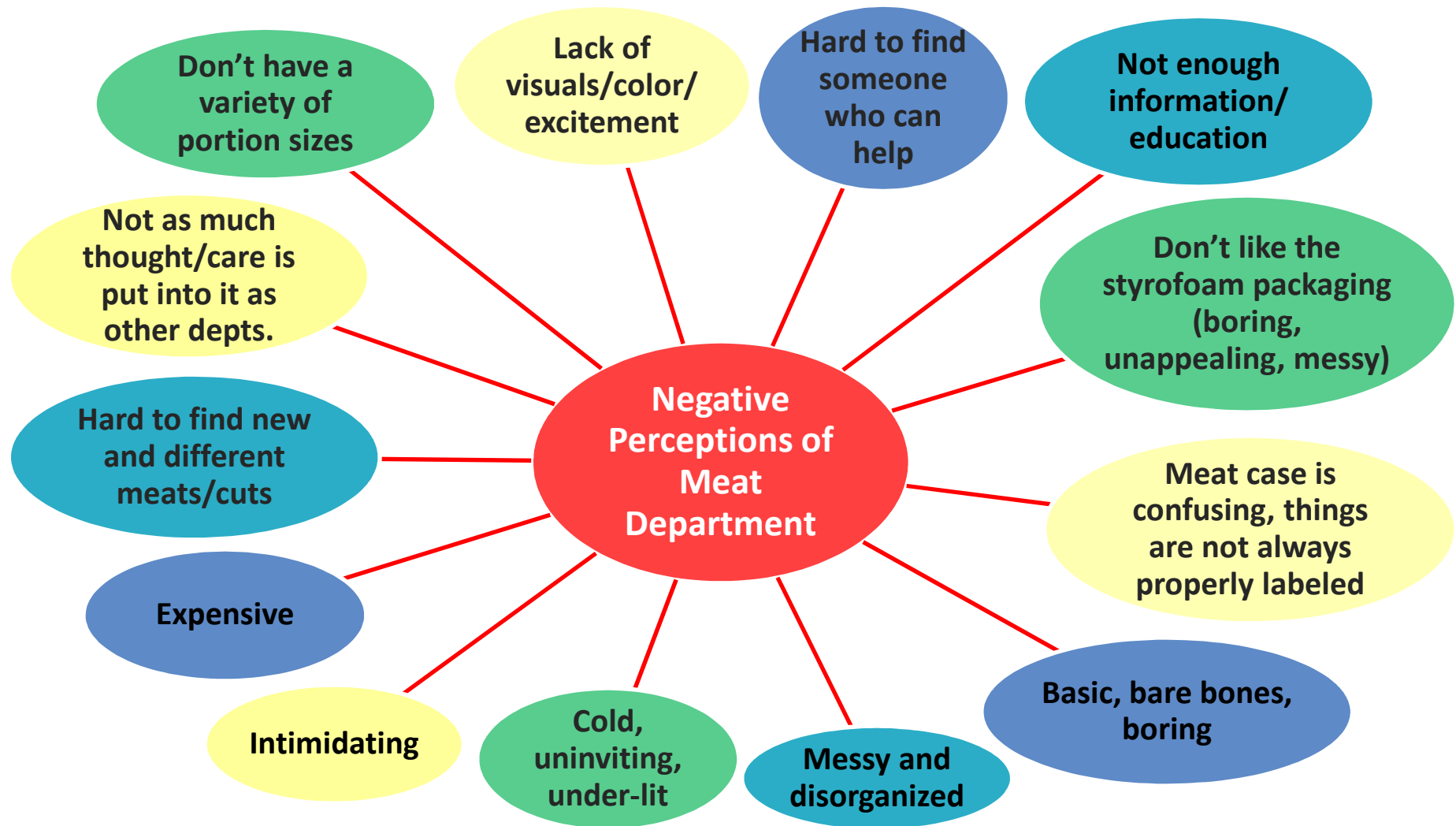


Once Upon A Protein – The story of the meat case

Problems in the Meat Department:



Flip Page Over for Solutions →

Solutions:

Short-Term Solutions
Customers can always smell something delicious cooking at the meat case. These smells are seasonal, from hearty crock pot roasts to sizzling burgers on the grill. Cooking tips and recipe ideas are available.
The meat department plays a recording of a steak sizzling on the grill or a searing in a pan to entice customers through the sense of hearing.
The meat department offers customers free samples of easy to prepare meat dishes that give new ideas for dinner solutions.
A “customer liaison” is on site during key shopping hours to answer customer questions related to meal solutions, preparation and food safety. The liaison is the “go to person” for all things related to buying and cooking meat.
Recipes are available at the meat case that include pictures and step by step instructions. The recipes can be included on-pack or in a kiosk, on a turnstile, or in a display on the full service meat counter.
The retailer’s website includes recipes and video demonstrations with an option to “text me” the ingredients. A retailer spokesperson can be tied to this communication.
The meat department has cooking demonstrations so customers can better understand how to prepare certain cuts.
The meat department displays cards by type of cut to tell you where the cut is from and how to prepare it.
Retailers provide clearer signage in the meat case to distinguish between cuts/types of meat.
Retailer promotes an “Easy Meal of the Week” that is convenient, easy to prepare and nutritious. Items for this meal will be located in a separate bunker or section for easy recognition and grab and go.
Retailers provide more variety in portion sizes so consumers can get smaller or larger quantities if they need them.
You can find “help buttons” store-wide. Make sure the help button in the meat department is visible to consumers so they know it's there.
In their weekly circular, retailers can feature a “meal of the week” based on what is on sale. There is a display with these items near the meat department so they can all be purchased in one place.
Retailer features a “grill it” item of the week (e.g., pre-marinated chicken, pork, etc.) that you can go home and cook on your George Foreman or other grill.

Long-Term Solutions
Retailers redesign the look and feel of the meat department. They provide better lighting, a warmer atmosphere and make it appear more like a fresh meat market or hometown butcher. Another option is to set up the meat department like the produce or bakery departments with a more casual flow. This would also provide opportunities for attracting customers to new products and programs by featuring them in coffin cases or additional end caps that are in the meat department.
Retailers share nutrition information with consumers, highlighting lean cuts and smaller portion sizes to cater to Millennials looking to prepare meals that are healthy and help manage their weight.
The retailer has a “spokesperson” that gives the store a personality, while also helping customers with cooking questions, challenges and meal solutions through videos, brochures, signage and recipe cards.
TV monitors in the meat department continuously play videos on the source of a product (if appropriate), or they show a cooking demonstration.
A barcode on the meat package allows you to view videos and recipes on a Smartphone or home computer on how to prepare that specific cut. The video can also be followed by a digital coupon.
Retailers utilize different packaging (color, size, type) to create order and make it easier to recognize proteins. Retailers may consider using new packaging alternatives, such as vacuum packed, to help avoid messy packages as well as improve the appearance.
Retailers develop a Smartphone application that takes into account customers’ lifestyle and food preferences in combination with what is on sale and in season, and provides recommendations for recipes and meal ideals.
A Lifetime Loyalty Program where your purchase history is captured. As you purchase more fresh meat items, you reach new levels of membership and get added discounts on your purchases. This would be similar to an airline frequent flyer program. You can reach Silver, Gold and Platinum shopper status, and receive additional coupons and perks based on your advanced status.

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