

Lead Customers To Dinner Inspiration!

“80% of Americans don’t know what they’re having for dinner at 4 pm the same day.” According to Food Genius

The dreaded task of preparing and cooking dinner has lead consumers searching for the perfect meal idea, but only “15 percent of US consumers identify their supermarket as a solution,” according to *The Shelby Report 8/09/19 article*.

With only 10 percent of consumers who love to cook, the need for meal solutions couldn’t be greater. The demand for food remains the same, especially among younger customers and with millennials who are more likely to eat at home but prefer meals that are easy to prepare.*

Retailers are seeing the same hurdles with those who like the idea of cooking but do not like tedious food planning and prepping. According to FoodService Solutions survey, “Millennials who consider themselves foodies, but avoid inconveniences, feel like they are going through a corn maze when they walk through a traditional grocery store.”

The survey provided some ideas from respondents; 69.3 percent suggested having prepared meal options by the front door, 11.7 percent answered ‘with meal kits’, and 4.1 percent responded ‘order ahead and have a pickup option.’ Comparable research has also listed prepared meals or ready-to-prepare meals displayed in convenient area of the store.

With all this research on providing dinner solutions for the 4pm crowd, are you doing enough to impress these two groups of customers with ready to cook or heat and eat Dinner Inspiration? When you are ready to launch the next dinner solution, meet with our sales team on how to best merchandise the look of your product offering. We provide in stock or custom labels; and point of purchase solutions for the grab and go, the ready-to-heat, ready-to-prepare or made-fresh meals along with opportunities that will keep them coming back for more with promotional coupon labels for in-store, pickup or delivery meals.

Partner with Bollin Label Systems for all your standout dinner merchandising solutions that will keep up with consumer trends. We have private brand label design capabilities and quality printing that has proven successful to our customers throughout the USA for over 50 years. Reach out to an account manager and ask for some samples or a quote at **800.882.5104 or sales@bollin.com**.



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