

# Are You Prepared With Foods That Gain The Trust of The Health Conscious?

With spring time travel plans on the forefront of consumers' minds, you can also bet they want healthy food options that are convenient and inexpensive that complement their busy lifestyles.

A report from FMI, "U.S. Grocery Shopper Trends 2018" revealed that 15% of all shoppers will 'often' or 'always' select prepared foods from the grocery store compared to fast-food places or restaurants if they haven't cooked, and millennials were most likely to do so."\*

Offering prepared meals and sides that build trust in the health-conscious consumer is possible and could be the answer. The Grab & Go food market offerings have grown and chances are your customers are noticing. Take advantage of this food trend and consider the cost, food waste and pricing prepared meals affordably between dining out and cooking from scratch.

Focus their attention on health-focused meals and sides that can be purchased at the deli counter in the amounts that utilize portion control and help weight management. Offer many serving size options, 1-cup soup containers, 2 person meal kits, single slices of pizza, or offer by weight for precise portion control.

Consumers also worry that prepared foods are higher in sodium and calories so make sure you address these issues openly, but always get the assistance of a nutritionist or dietitian and this will help build customer trust. To increase the nutritional value of ready-made meals, add more fresh or cooked fruits and vegetables.

Your Prepared Meals will build trust among your customers by drawing special attention to the nutritional facts, ingredient lists, or dietary callouts, purchased at Bollin Label Systems.

Partner with us for your prepared food solutions that will capture consumer awareness. We have dietary labels and icon labels in stock that will draw attention to your healthy prepared meals and sides.

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