

MEAL PLANNING: **Home Delivery Kits or** **In-Store Meal Solutions?**

Consumers are discovering that home delivery meal-kits don't stack up to claims of making meal planning easier or stress-free. Since one meal kit will not appeal to everybody's taste, instead, try to educate and inspire your consumers with a variety of recipe ideas that include some ready-made foods from your deli to an assortment of ingredients that will satisfy the discerning tastes of the whole family. This may include ideas on how to adapt a recipe to their individual tastes by adding or eliminating certain spices, ingredients or foods.

Make meal ideas and recipes readily available throughout your store with in-store signage; from the deli case and produce sections to the meat and freezer departments. Include recipes that are affordable for larger families and simplistic for smaller ones. Offer shoppers tips on combining prepared chicken with other foods that are easy to adjust for the number of servings they may need. And remember to keep some traditional meal ideas on hand; like a stir fry with common vegetables or spaghetti with a meat sauce. Getting too trendy may turn some shoppers away.

Take time to ask your customers what they need to make their meal planning stress-free and enjoyable and then execute with plenty of meal menu messages and labeling. What do you need to launch a new meal plan campaign for your customers? We're here to help with idea generation and marketing your meal solutions. Call 800.882.5104 or sales@bollin.com

