

# FROM SUPERMARKET TO DINING DESTINATION



## KEY TRENDS



### QUALITY

Premium hot and cold prepared foods, self-serve stations and deli offerings help to pull consumers into the grocery store.

**84%**

of consumers say the quality of prepared offerings is important in the decision of where to shop for groceries.<sup>1</sup>



### LTOs

Restaurants use limited time offers to test new menu items—the same principle can be applied to supermarket foodservice.

**61%**

of consumers are interested in limited time offers from supermarket prepared departments.<sup>2</sup>



### DELIVERY

While consumers are more likely to pick up meals from the prepared department, delivery options are on the horizon.

**74%**

of consumers are interested in delivery from their favorite supermarket prepared departments.<sup>3</sup>

# BRANDED SOLUTIONS FOR THE SUPERMARKET FOODSERVICE CHANNEL



A delicious blend of ancient grains, veggies and other Non-GMO Project Verified ingredients that deliver real meat taste and texture



The #1 dedicated gluten free brand,<sup>4</sup> providing exceptional products without sacrificing taste, texture or quality



Premium, Non-GMO Project Verified tomatoes and sauces available in a variety of formats and flavors, including organic and fire roasted



Premium buttermilk biscuits delicious on their own or as sandwich carriers for breakfast and beyond—also available in whole grain



Dessert toppings and syrups made with high-quality ingredients for exceptional performance and flavor



Turn standard desserts and sweet dishes into spectacular presentations quickly and easily



A zesty addition to any recipe, made with red and ripe tomatoes and marinated green chilies



Mustards that add zesty flavor to sandwiches, with unique and on-trend varieties available



Pancakes, waffles and French toast with fresh-from-the-griddle flavor, versatile across dayparts and menu applications; “Flat Bottom Waffle” sandwich carrier also available



A variety of on-trend options that are delicious, quick and convenient, all made with fresh-tasting ingredients



Franks made with 100% kosher beef, for exceptional taste and quality



Delicious, authentic Italian food—including calzones, filled breadsticks and flatbreads—individually pre-portioned for convenience



<sup>1,2,3</sup>Datassential, “Supermarket Prepared Keynote Report,” August 2019.

<sup>4</sup>IRI MULO data, last 52 weeks ending 6/23/19



For product information, insights and solutions for the supermarket foodservice channel, please visit [conagrafoodservice.com](http://conagrafoodservice.com) or call 1.800.357.6543.

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