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# The Power of Meat 2017

## Meat Matters Most!

Presented by:

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## THE POWER OF MEAT 2017

### The Power of Meat 2017

- Consumer survey, retailer survey and real-life overlay



- Study taskforce




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## “Getting meat right” for total store success

### Meat...

- A top 3 reason for picking the primary store
- More than doubles the basket
- Prominent role among profit leaders
  - Higher sales, margins, turns and lower shrink
- But mixed 2016 results



Fresh meat

# \$48B

2016 \$

# 96%

HH penetration

# -3.6%

2016 \$ growth

# +2.2%

2016 lbs growth

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## Top trends

Meat/poultry are slowly returning to the dinner plate, but meat alternatives are still a weekly routine for many. Variety, health & wellness and preparation ease can help win back meal occasions.



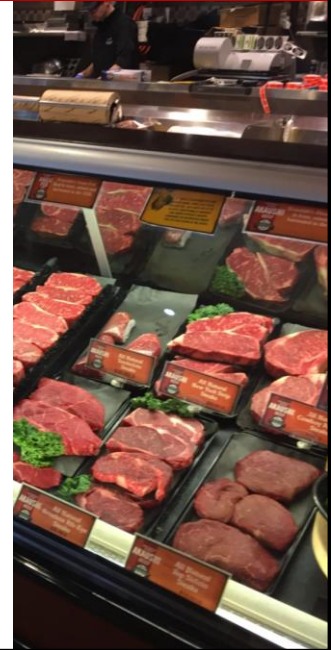
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## Top trends

Variety is also an important driver of channel switching. Supermarkets dominate the meat purchase, but the momentum is with alternative channels. Know your competition, and its perceived strengths, to protect trips/dollars.

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## Top trends

With the cornerstones of retail eroding, helping shoppers overcome trial barriers, a meat offering tailored to shopper needs, and addressing meat trends and innovation can drive loyalty and sales.

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## Top trends

Service is the most effective way to drive trip satisfaction, spending and loyalty. Be the friendly, knowledgeable and available expert.

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## Top trends

Are you the hottest or the most relevant ad in town? Promotional activity remains important, but is shifting from the paper ad to in-store and digital/mobile/social.

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## Top trends

Price continues to reign the purchase decision, but the way shoppers assign value is changing. Emphasis is rising for preparation ease, speed and knowledge, and clean labels.

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## Top trends

While only 8% of total sales, transparency is driving double-digit gains in special attributes, with thirst for more. Tell the story of meat; its features *and* benefits.

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## THE POWER OF MEAT 2017

### Top trends

Shoppers are rewarding national, smaller/specialty and private brands with their dollars and loyalty. Develop a unique mix tailored to the shopper base for optimal differentiation.

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## THE POWER OF MEAT 2017

### Top trends

Convenience-seeking consumers are driving value-added meat sales. Address negative freshness, quality and price perceptions to grow household penetration and dollars.

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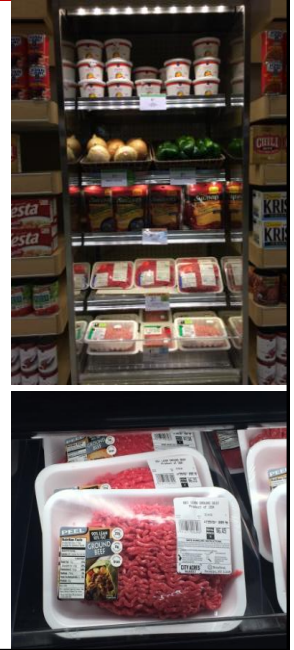




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# Top trends

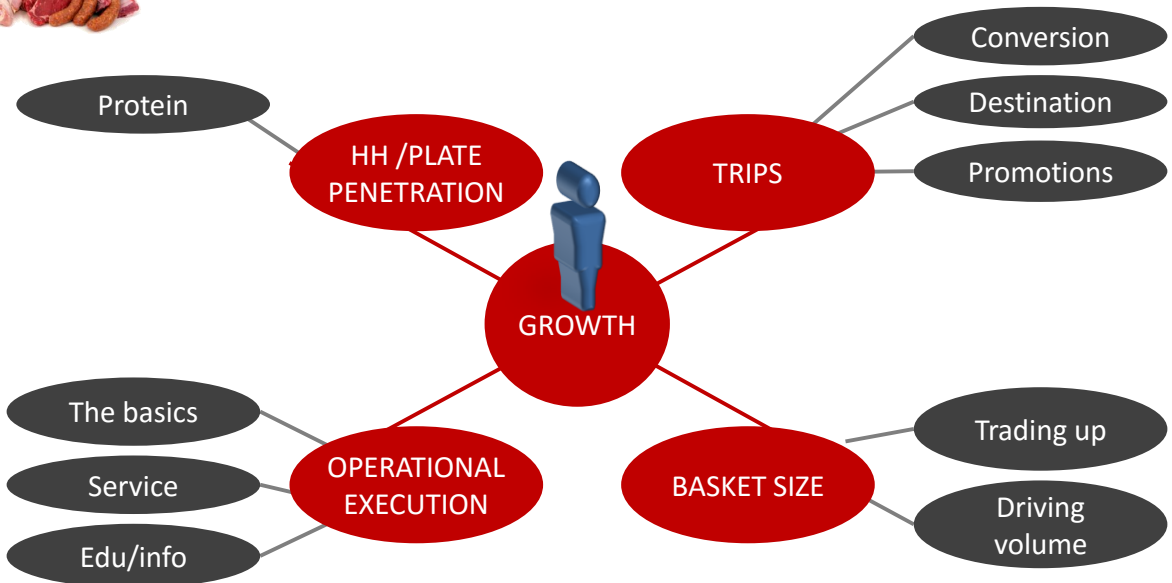
Thinking like the shopper with everyday and seasonal meal solutions featuring fresh meat draws interest. Solve their “what’s for dinner” with ideation, recipes, one-stop stations and meal kits.



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# See you Tuesday!

- For questions or additional information
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thank you!