

# Deli Sides Offer Variety

Over the past year or so, consumers have been preparing more meals at home instead of eating out at restaurants as they try to stretch their dollars in this lackluster economy. Retailers can take advantage of this trend by making sure they not only provide a wide array of products at a good value, but also display meal solution ideas via signage and displays to educate consumers. In the deli department, deli side dishes offer a convenient way to add an easy side item to a meal.

Nationally, deli sides dollar sales accounted for an average of 1.2 percent of deli department dollar sales (per week per store) during

the 52 weeks ending Oct. 31, 2009, remaining flat when compared to the previous year.

Across the total U.S., the category averaged dollar sales of \$228 per week per store, down 4.6 percent from \$239 the previous year.

The top week for total deli sides' sales occurred the week of Thanksgiving, with \$406 per week per store. There were also sales peaks the weeks of Christmas and Easter, with average per-week-per-store sales of \$330 and \$253, respectively. This can be attributed much to meal preparations for family gatherings during these holidays.

The Central region had the

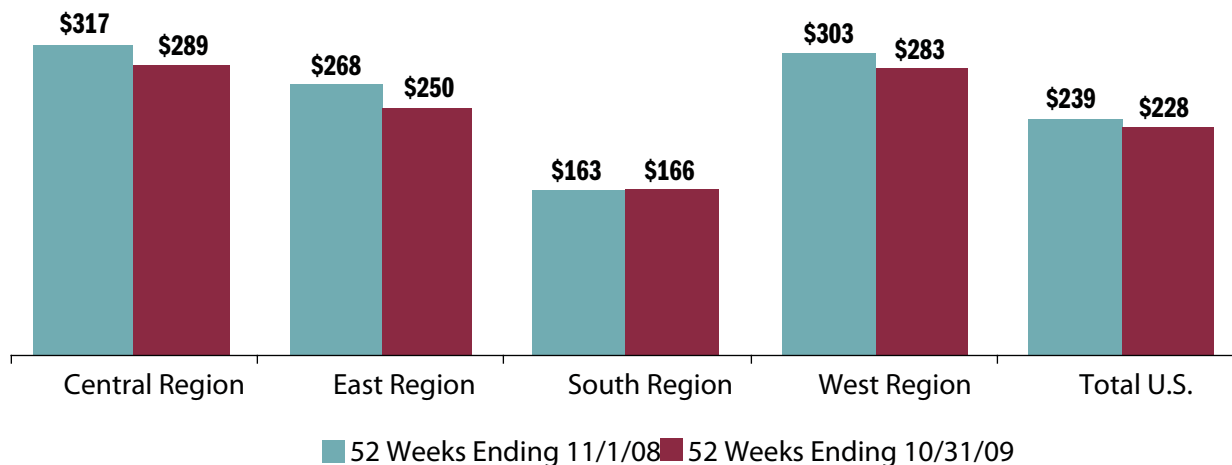
greatest deli side dollar sales with an average of \$289 per week per store, while the South was the only region to grow deli side dollar sales with a 1.8 percent increase. The West had the highest contribution to total deli department dollar sales with 1.5 percent during the 52 weeks ending Oct. 31, 2009.

All regions either remained flat or experienced slight declines in their deli sides' dollar contribution to total deli, with the Central region's contribution falling by the largest amount, 0.2 percentage points. Deli sides' dollar growth lagged behind that of the entire deli department in all regions.

Nationally, potato sides led the

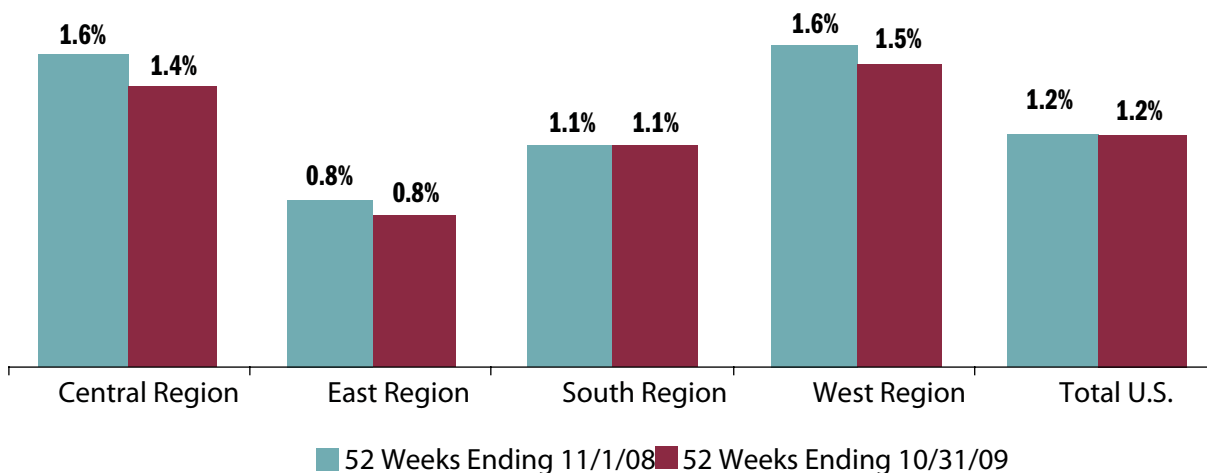
**Figure 1**

**Deli Sides Average Weekly Sales Dollars Per Store by Region**



**Figure 2**

**Deli Sides Average Contribution to Bakery Dollars by Region**



category in sales with 53.2 percent dollar share of the category, followed by other vegetable sides—which includes mixed vegetables, zucchini and asparagus—at 11.8

percent. Making up the remainder of the category were bean dishes at 10.3 percent, other deli sides at 7.7 percent, prepared rice at 5.7 percent, spinach at 2.1 percent and

sweet potato sides at 1.9 percent.

Other side dishes—consisting of broccoli, stuffing, corn, squash, baked apples, couscous and polenta—rounded out the remaining 7.3 percent of the category. The top three subcategories gained dollar share at the expense of other deli sides and prepared rice.

This sales review is provided by the Perishables Group Inc., Chicago, IL, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are compiled from supermarkets nationwide, representing approximately 64 percent of national supermarket ACV share.

**BRENDA MATZEN**  
**FOR MORE INFORMATION**  
**CONTACT THE PERISHABLES GROUP:**  
**KELLI BECKEL, 773.929.7013;**  
**E-MAIL: KELLIB@PERISHABLESGROUP.COM.**

