

# Opportunities Continue for Deli Salads

Deli salads continued to appeal to shoppers as part of convenient meal solutions through the early months of 2010. Consumers spent \$143 per store per week nationally on deli salads in the 52 weeks ending February 27, 2010. This was an increase of 0.6% compared to the previous 52-week period. Deli salads accounted for 0.7% of total deli department dollar sales.

Deli salad bar and potato salads were the two largest segments of the deli salads category. Together, deli salad bar sales and potato salad sales combined to represent more than 40% of total category dollar sales.

Other salad, which includes olive bar and other specialty salad items, ranked third with 10.3% of sales. The remaining 49% was sold through a variety of other forms including chicken salad, cole slaw and macaroni salad among others.

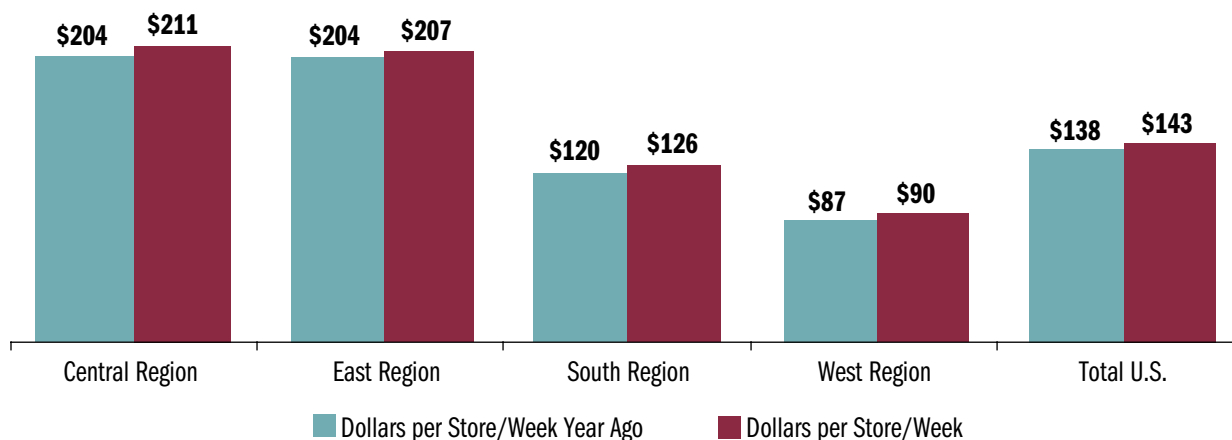
Nationally, chicken salad sales increased the most compared to the prior 52-week period, up 8.8%, followed by other lettuce salads and fruit salads, up 7.1% and 6.6% respectively. Seven layer salad and taco salad recorded the largest declines versus a year ago.

While sports-related eating-occasions, such as the Super Bowl, present an opportunity for deli salad sales, historically the category performs best during the warm weather months. Deli salads' dollar sales spiked during the Fourth of July and Memorial Day, which are both prominent outdoor get-together holidays. The highest sales from the 52-week period were reported during the week leading up to the Fourth of July (\$2,903 per store per week). The week of Memorial Day ranked second, generating \$2,769 per store per week.

Potato salad sales drove spikes during both key holidays. During the

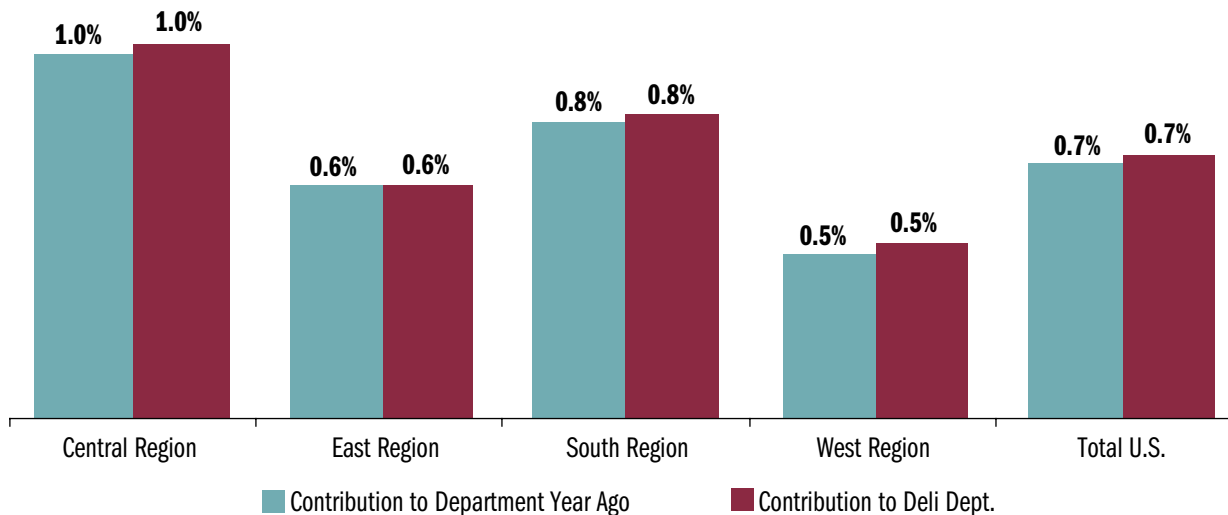
**Figure 1**

**Deli Salad Dollar Sales per Store per Week by Region**  
(52 Weeks Ending 2/27/10)



**Figure 2**

**Deli Salads Contribution to Total Deli by Region**  
(52 Weeks Ending 2/27/10)



Fourth of July week, potato salad sales reached \$821 per store, an increase of 96.5% over the annual average per-store weekly sales. During the week of Memorial Day, potato salad sales increased 90.4% over the annual per-store weekly average, at \$79 per store.

The Central region had the highest sales velocity, up 1.7% compared to the previous period, with \$211 per store per week. Deli salads contributed 1% to overall deli dollar sales in the Central region, the highest for any region. Fruit salads recorded the largest dollar velocity increases in the Central region, up 15.4%.

At \$207, the East region had the second highest sales per store per week, up 0.2% versus the previous 52-week period. Despite having a high dollar velocity in deli salads, dollar contribution to department in the East

was the second-lowest compared to the other three regions, representing 0.6% of total deli sales. Taco salad demonstrated the strongest growth in the East, up 78% in per store per week dollar sales versus the previous 52-week period.

The South region sold \$126 per store per week in deli salads, an increase of 1.7% compared to previous year. Overall, deli salads accounted 0.8% of total deli department sales in the South. Similar to the East region, the largest gains in the South occurred in taco salads, up 175.8%.

The West region was the only region to experience losses in deli salads compared to the previous year, down 2.5%. At \$90 per store per week, the West region recorded the lowest deli salad sales of any region. Deli salads represented

0.5% of total deli sales in the West, the smallest rate of contribution in the U.S. The largest growth in the West was recorded in chicken salad, up 20.3% compared to previous 52-week period.

This sales review is provided by the Perishables Group, Inc., Chicago, Illinois, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are for March 7, 2009, through February 27, 2010, representing approximately 63% of national supermarket ACV share. Sales data provided by Perishables Group FreshFacts® powered by Nielsen.

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