

# Opportunities for Deli Meats

Responding to consumer preferences, the deli meat category has been refreshed with products that feature convenience and are full of flavor. Deli meats are affordable, convenient and tasteful solutions available to brown baggers looking for simple fillings for sandwiches as well as easy-to-serve choices for parties and family gatherings.

Nationally, deli meat sales accounted for an average of 24.3 percent of deli department dollar sales (per week per store) during the 52 weeks ending June 27, 2009, which was down from 24.7 percent the previous year.

Across the total U.S., the category averaged dollar sales of \$4,732 per week per store, up 0.8 percent from \$4,695 the previous year. The top week for total deli meat sales was the week of Labor Day, with average per-week per-store sales of \$5,106. Holiday weeks, including Easter, Thanksgiving and Christmas, and the weeks following those holidays, registered the lowest category sales, with an average of \$4,204 per week per store, likely due to competition from holiday leftovers.

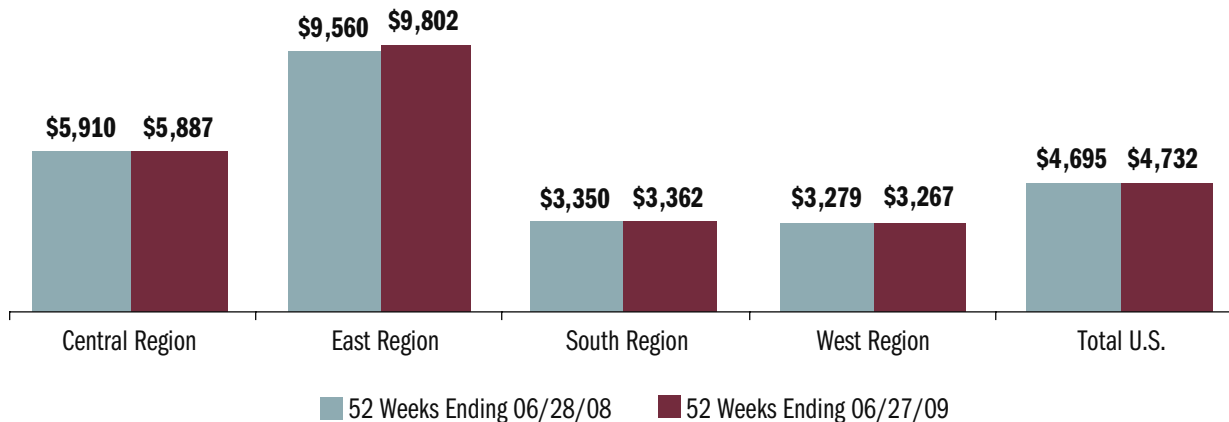
The East region had the greatest deli meat dollar sales and contribution to total deli department sales during

the 52 weeks ending June 27, 2009, with an average of \$9,802 in sales per week per store and an average of 31 percent category contribution to total deli department sales. Conversely, the West region took in a per-week per-store average of \$3,267 and registered a 17.3 percent deli meat contribution to total deli department dollar sales.

For the 52 weeks ending June 27, 2009, average deli meat dollar sales increased in the East and South regions and slightly decreased in the Central and West regions. Total deli dollars increased at a faster rate than deli meat dollars in all regions, indicating decreases in deli meat contribu-

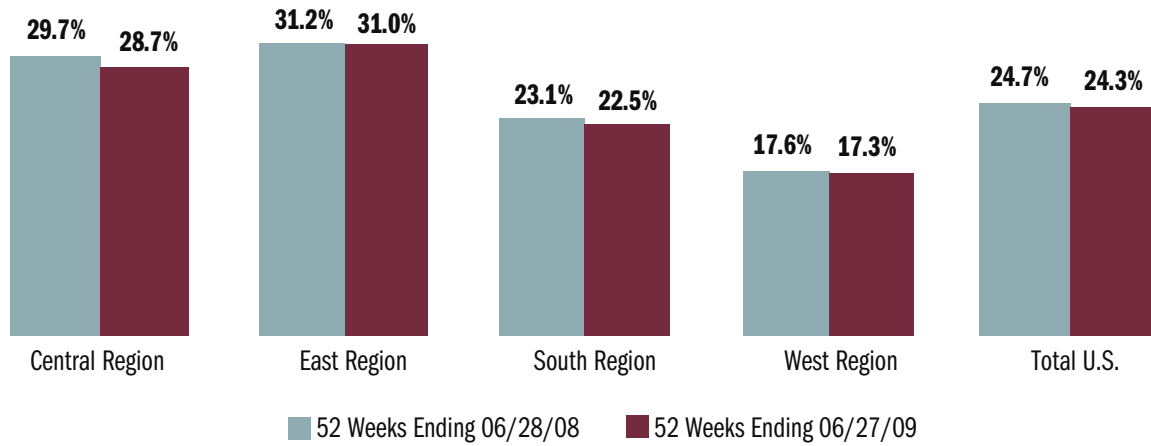
**Figure 1**

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



**Figure 2**

**Deli Meats Average Contribution to Deli Dollars by Region**



*Restaurant Quality Foods for the Supermarket Deli*



Calzone



Stromboli

Stefano Foods makes convenient, ready-to-heat and ready-to-eat foods including Calzones, Stromboli, Panini, Quesadillas, Pizza and Rip-n-Dip® all made with the highest quality ingredients.



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Pizza



Panini



tion to total deli dollars. Nationally, bulk turkey led the category in sales with a 31.2 percent dollar share of the category, followed by bulk ham at 27.4 percent, bulk beef at 11.3 percent, bulk salami at 5 percent, bulk chicken at 4.5 percent, bulk bologna at 4.1 percent, pre-sliced ham at 3.3 percent, specialty sausage at 2.4 percent, pre-sliced turkey at 2.2 percent and all other deli meats at less than 2 percent each.

Bulk turkey and bulk beef deli meats lost dollar share to bulk ham, bulk salami, bulk chicken and bulk bologna for the 52 weeks ending June 27, 2009 versus the previous year.

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 retailer grocery stores nationwide, representing approximately 62% of national supermarket ACV share.

Sales data provided by Perish-

Woods Supermarket offers wide choices of bulk deli meats and deli meats sliced to order.

ables Group FreshFacts powered by Nielsen. **CONNIE RHODES**

**FOR MORE INFORMATION**

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# ARTISANAL BLUE CHEESES

ANOTHER CHEESE FROM WISCONSIN MADE WITH PRIDE



**BLUE CREST...** This modern interpretation of a classic, Danish Style, Blue cheese is a step above its domestic competition and rivals its European counterpart. Blue Crest features a Creamy mouth feel and a well developed flavor profile.

**GREEN CREST, Dolce Gorgonzola...** This Italian style Dolce Gorgonzola reaches above its domestic counterparts. Green Crest features a green mold that is imported directly from Italy, giving our gorgonzola a taste that is true to its heritage. The cheese features a Creamy mouth feel and a well developed crisp flavor profile.

**CROCKER HILLS ORGANIC...** This fine Organic Blue cheese is crafted with attention to detail. Crocker Hills features a vivid flavor profile, creamy mouth feel and natural buttery color. Crocker Hills' fresh pasture grazed flavor is enjoyable throughout the entire tasting experience.

**ADER KäSE...** This 2008 World Cheese Championship Competition Best in Class winner is crafted in the tradition of fine German cheesemakers. Ader Käse's fresh perspective on a historically reveled blue surpasses the critics' expectations. Ader Käse features a Creamy mouth feel and a distinguished, mild flavor profile. The discerning palette can appreciate this earthy flavored Blue cheese with characteristics similar to a Cambozola or Montagnolo.

**ADER KäSE RESERVE, Aged Blue...** This Blue cheese is crafted in the tradition of fine German cheesemakers, then taken to new heights through a meticulous and intensive aging process. Our Champion cheesemaker hand selects wheels from production, then ages them in specific, painstakingly monitored, conditions. The aging of our Ader Käse Blue Cheese gives birth to Ader Käse Reserve's sweet undertones and critically acclaimed flavor.

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