

Deli Pizza Gains Popularity

Deli pizza offerings provide a fun and easy meal solution with many options to choose from, whether you are looking for a simple slice of pizza or a calzone. Its growing popularity shows in the sales trends.

Nationally, deli pizza dollar sales accounted for an average of 1.5% of deli department dollar sales (per week per store) during the 52 weeks ending Dec. 26, 2009, a slight increase of 0.1 percentage point when compared to the previous year.

Across the total U.S., the deli pizza category averaged dollar sales of \$299 per week per store, up 11% from \$270 the previous year.

Over the last five years, the category has increased by 5.1%.

The top week for total deli pizza sales occurred the week of Halloween, with \$404 per week per store; this coincided both with the World

Series taking place. There were also sales peaks the weeks of the Super Bowl and the NCAA basketball championship game, with average per-week-per-store sales of \$354 and \$327, respectively.

The East region had the greatest deli pizza dollar sales with an average of \$755 per week per store, more than double that of any other region. The East region also had the highest contribution to total deli department dollar sales with 2.3% during the 52 weeks ending Dec. 26, 2009.

All regions grew deli pizza dollar sales, ranging from the West with 4.8% growth to the South at 18% growth.

Nationally, whole pizzas led the category in sales with 63% dollar share of the category, followed by pizza slices at 13.7%, pizza components (such as pizza dough, crusts and

toppings) at 11%, calzone/stromboli at 7.9%, and other pizzas, which primarily consist of combo meals, at 4.5%.

The top two subcategories gained dollar share at the expense of the other three subcategories.

This sales review is provided by the Perishables Group, Inc. (PG), Chicago, IL, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are for Dec. 28, 2008, through Dec. 26, 2009, compiled from supermarkets nationwide, representing approximately 64% of national supermarket ACV share.

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Figure 1

Deli Pizza Average Weekly Sales Dollars Per Store by Region

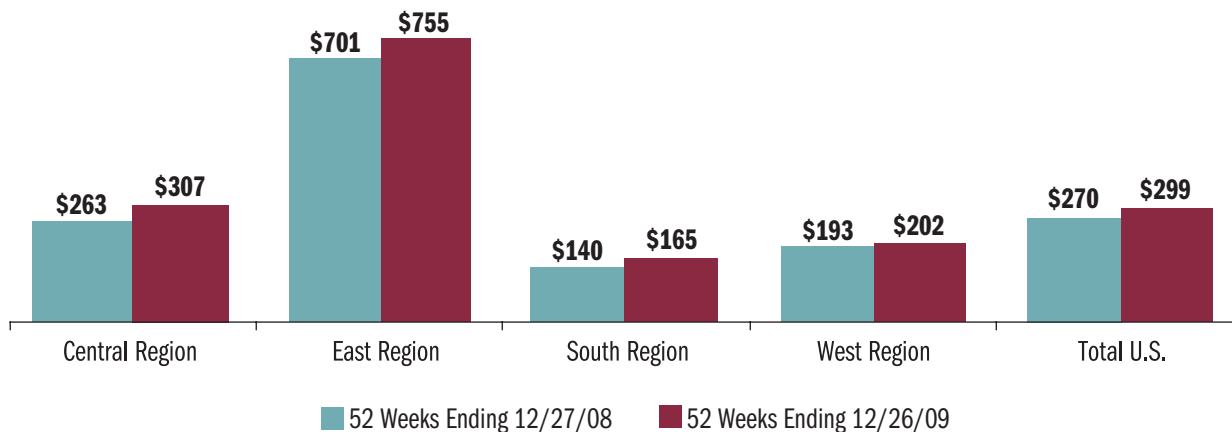
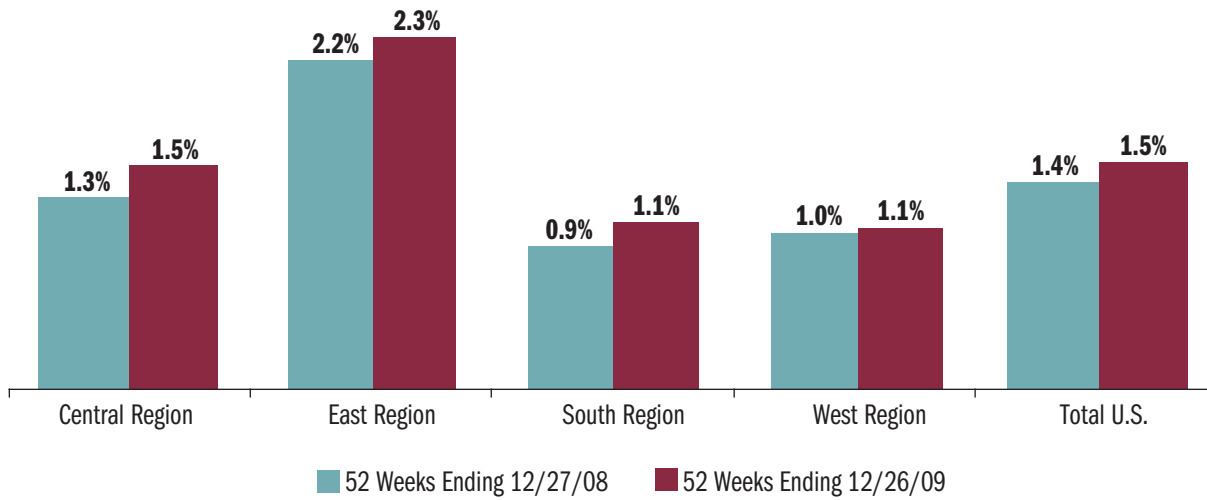


Figure 2

Deli Pizza Average Contribution to Deli Dollars by Region



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