



COMFORT DURING CRISIS

How supermarket delis can offer the comfort foods today's consumers want

IT'S GOT TO BE GRAB AND GO

63%

OF CONSUMERS PURCHASED GRAB AND GO FOOD IN THE PAST 3 MONTHS

36%

ARE BUYING MORE GRAB AND GO – GREATER AMONG MALES (41%) AND MILLENNIALS (45%)



MAKE IT CONVENIENT

TOP PREPARED GRAB AND GO FOOD OFFERINGS

18% Ready-to-heat meals

12% Hot bar items

9% Ready-to-heat sides

9% Mac & cheese

8% Ready-to-cook sides

TOP PREFERRED GRAB AND GO FORMATS

65% Ready-to-eat meals

58% Ready-to-heat meals

50% Family-size meals/bulk meals

42% Meal kits

STAR ITEM Complete your meal deals with delicious sides, like *McCain® Twice Baked Potatoes.*



SATISFY THEIR CRAVINGS

Most important factors when purchasing grab and go

31%

DELICIOUS TASTE

29%

CONVENIENCE

29%

FRESHNESS

23%

EASY TO EAT



STAR ITEM *Golden Crisp® Ovenable Stuffed Jalapeños* offer the taste and convenience your shoppers are looking for.

ANSWER THE CALL FOR PANDEMIC SNACKING

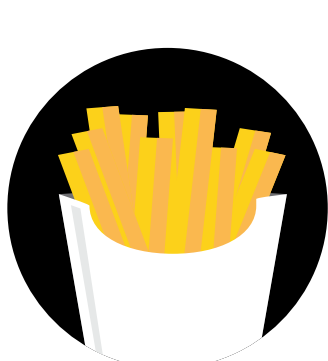
39% of consumers are eating more snacks today
greater among Gen Z (46%) and Millennials (45%)



GROCERY IS THE #1 DESTINATION FOR SNACK FOODS



SALTY, CRUNCHY SNACKS ARE A #1 FAVORITE



FRENCH FRIES ARE A TOP 12 SNACK ITEM

To learn more about our deli solutions and products, visit www.McCainUSAFoodservice.com

