

# Food Consumed at Home Up 59% Since 2003

## Good News For the Retail Supermarket Industry?

The battle for the food dollar is not new, and the blurring of food channels continues with emerging online food and beverage options. The “on demand” lifestyle of millennials, enabled by cellphones and apps, has changed the way they look at purchasing – and that includes their food. But millennials aren’t the only ones who’s behavior has changed – older generations, who value convenience and time-savings, are also changing the way they purchase food.

The NPD Group reports that “four out of five meals are consumed at home.” Eating at home no longer means cooking from scratch with ingredients, or even cooking at all. Sharing meals remains important, but the busy consumer has no time to plan and prepare all of their daily meals. In response, the consumer has become “channel-agnostic.” That is, they expect food on demand and no longer care whether it is from restaurant home delivery, supermarket home delivery, a prepared food display, a kiosk or other sources.

Many retailers are investing in technology to enable delivery of center of the store items through third-party vendors. However, few appear to be embracing the hot food delivery opportunities. Meanwhile, the restaurant industry is focusing their resources on hot food delivery. Both Cowan and Morgan Stanley project that restaurant hot food delivery will reach approximately \$80 billion within the next four years. That’s an opportunity that the supermarket industry can’t afford to ignore.

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As consumers change the way they spend their food dollars, retailers that adapt with new ways to get their prepared foods to the consumer will ensure dollars stay in the store. Grocery stores need to evolve to compete with the wide array of restaurants available with a single tap of the mobile phone. Just as warehouse clubs and mega-grocers displaced smaller chains in the past, FMI notes that large chains are at risk as consumers adopt the digital platforms built for innovation, speed and customer experience. Restaurants are experimenting with methods to remove friction in the consumer’s journey for a good food experience, and retailers need to remove obstacles to provide more convenience.



The Crisp Food Technologies® Containers by Anchor Packaging of St. Louis, MO use patented technology and are currently in use at over 10,000 stores. Originally developed to keep fried chicken hot and crisp in supermarket displays for up to four hours, these containers have been adapted for the restaurant industry to address the challenges associated with home delivery. Chains using this product have reported results that surpass any other packaging alternative. The most important feature of a package is to maintain food quality for the 30+ minutes in transit, with that challenge being especially critical with French fries, wings and other fried foods where the texture is essential to the taste profile.

Consumers want great tasting food delivered – regardless of where it’s from. No one is more prepared to deliver that experience than the local supermarket. No other segment offers the variety of foods that consumers clamor for, not to mention foods in all different stages of preparation, from raw ingredients, to chopped and diced, to chilled and ready-to-microwave, to hot ready to eat. Supermarkets can no longer afford to miss the opportunity to expand the center of the store home delivery to include a hot and crispy meal on demand.

Soggy fries are not okay. With Anchor’s Crisp Food Technologies Containers, they don’t have to be.

— ADVERTISEMENT —

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