



Stuck on store brands

The recent launch of Supervalu Inc.'s Culinary Circle line of store-branded items is just the latest incursion of private label into supermarket meat and deli departments.

Consisting of entrées, soups, salads, appetizers, seasonings, sauces, side dishes and desserts, the line is intended to compete with foodservice locations for customers by matching the quality of meals that are available in popular restaurants. (For more details, see "All eyes are on the package," page 14.)

Such attention to caliber is fueling the popularity of private label.

In a recent survey by The Nielsen Co., a Schaumburg, Ill.-based market research firm, 72 percent of consumers indicated that store brands are good alternatives to name brands, and 62 percent noted that store brands were as good as name brands, up 3 percent from 2005.

Nielsen reports that an improved sense of quality is likely a driving factor in shoppers' positive attitude toward private-label items.

Indeed, 63 percent of survey respondents indicated that private-label quality is as good as name brand, and 33 percent said they consider some store brands to be of higher quality than name brands.

In addition, 67 percent of respondents noted that store brands usually provide "extremely good value" for the money, while 35 percent reported that they are willing to pay the same or more for store brands if they like the items.

The online Nielsen Homescan survey was conducted in June and July and drew responses from nearly 54,000 consumers who are geographically and demographically representative of the U.S. population.

Randy Irion, director of retail marketing for the Centennial, Colo.-based National Cattlemen's Beef Association (NCBA), says changing shopper attitudes toward private label also is helping to transform the beef case.

He states that store brands account for 31 percent of the whole muscle beef products, while supplier brands comprise 20 percent.

"A brand is a promise to consumers to deliver specific traits, such as tenderness," Irion states. "Private label is being seen by additional shoppers as a top-quality brand and not a secondary item." **MDR**

Richard Mitchell

Richard Mitchell
mitchellr@bnpmedia.com

MEAT & DELI RETAILER

ADDING VALUE TO THE MEAT AND DELI CASE

Peter Havens Senior Group Publisher
havensp@bnpmedia.com; (847) 405-4055
Tommy Howell Publisher
howellt@bnpmedia.com; (913) 314-3413

Editorial

Richard Mitchell Editor-in-Chief
mitchellr@bnpmedia.com
Michael Escobedo Senior Art Director
Patricia Catini Art Director

Advertising

Tommy Howell
howellt@bnpmedia.com; (913) 314-3413
Josh Lipsky
lipskyj@bnpmedia.com; (847) 405-4126
Rick Parsons
parsonsr@bnpmedia.com; (407) 302-7952

Support Services

Gail Porter Production Manager
porterg@bnpmedia.com; (847) 405-4104
Deborah Soltesz Reprints
solteszd@bnpmedia.com
Michele Weston Rowe Senior Marketing
& Promotion Manager
rowem@bnpmedia.com

Audience Development

Corporate Audience Development Director
Christine A. Baloga
Audience Development Manager Peggy Perez
Multimedia Manager Katie Jabour
Audience Audit Assistant Carolyn M. Alexander

List Rental

For postal information, please contact **Rob Liska** at 800-223-2194 x726 or e-mail him at **rob.liska@edithroman.com**

For e-mail information, please contact **Shawn Kingston** at 800-409-4443 x828 or e-mail her at **shawn.kingston@epostdirect.com**



BNP Corporate Directors

Publishing Timothy A. Fausch
Publishing David M. Lurie
Publishing John R. Schrei
Audience Development Christine A. Baloga
Custom Media Steve M. Beyer
Corporate Strategy Rita M. Fournia
Information Technology Scott Kesler
Production Vincent M. Miconi
Finance Lisa L. Paulus
Creative Michael T. Powell
Marketing Douglas B. Siwek
Directories Nikki Smith
Human Resources Marlene J. Witthoft
Conferences & Events Scott Wolters
Clear Seas Research Sarah Corp

For subscription information or service, please contact Customer Service at: Tel. (847) 763-9534 or Fax (847) 763-9538 or e-mail MDR@halldata.com

www.meatanddeliretailer.com

BNP Media Helps People Succeed in Business with Superior Information