

INTERACTIONS

NOVEMBER 2012

Retail News

Insider

**Coordinating
in-store events**
with holiday FSIs

The Surge in
*Specialty
Foods*

**A Plethora
of Pumpkin:**
More than just pies

Bring *Free Standing* Inserts to Life

As retailers and brands prepare for the Thanksgiving shopping rush, expect to see more holiday themed promotions and free standing inserts (FSIs).

Manufacturers' FSIs are often tied to a national campaign, so by coordinating FSIs with events in-store, Sales Advisors add value to the brands by reinforcing the manufacturers' message at the point of purchase. Customers who have seen promotions in the newspaper can now experience the products first-hand, increasing their likelihood of purchase.

According to Shari Robinson, Vice President of Interactions, in order to plan ahead for the holiday season, managers should reach out to manufacturers to plan demonstrations that coincide with holiday FSIs.

"Being in constant communication with your top brands will allow you to plan ahead and have in-store events included as part of the brands' overall holiday marketing plans," said Shari.



The average face value of a coupon in an FSI is \$1.53
—Kantar Media

One way managers can take advantage of Thanksgiving promotions is to plan events focused on demonstrating recipes found in FSIs. For example, Meijer grocery stores are hosting a two-day "Taste of Meijer" event this month focused on Thanksgiving meals and entertaining. Several stations will be set up around the store offering tastings of holiday recipes that coincide with the retailer and brand promotions. Customers will receive a recipe book and copies of the promotions so that they can replicate the dishes at home.

According to Dave Prostko, Vice President of Interactions, coupling events like "Taste of Meijer" with FSIs and other promotions has led to an overall base lift in product sales and driven direct margins off the charts. "We give a full experience by engaging consumers, teaching them how to use the product, creating recipes and ultimately showing shoppers how to incorporate the product into their daily lives," said Dave.



1. **Pumpkin mania** is on! Read more in this issue.
2. Prepare **in-store events** for the holidays with these tips.
3. **Specialty foods** are gaining popularity. Find out what shoppers are looking for this month.
4. Maximizing holiday **FSIs**. Bring shoppers full circle from their home to yours.
5. Check out this month's **recipe** for a delicious dish that is sure to please.



INTERACTIONS
ASSOCIATE PRIZE PROGRAM



QUEST FOR SUCCESS
\$30,000 IN GRAND PRIZES

Last month the company-wide initiative QUEST FOR SUCCESS gave away \$2,000 in prizes to associates. By creating additional events or cost savings for the company, you can join hundreds of your co-workers in improving the company, and have your chance to win weekly cash prizes.

You have until December 31 to implement cost-savings methods or increase the number of events executed, and then submit those entries. Talk to your manager today to get started!



Interactions associates and recent QUEST FOR SUCCESS winners Brian Brickner and Mandy Imada.



Sales Tips

This month Sales Advisor April Bernard offers a few tips on handling the busy holiday season with ease.

According to April, one of the most important elements of making a sale is taking the time to learn about the product beforehand.

"Knowing your product is key," said April. "I always read the product packaging and all available product information to decide what the top selling points are. I also set up boxes at the demonstration table in case I need a quick reference."

"I always read the product packaging and all available product information to decide what the top selling points are."

During the holiday season, April finds it helpful to draw upon personal experience with using the products and incorporate those experiences into her selling points. For example, this month April will focus on how to incorporate the product into a Thanksgiving meal.

April's favorite part of being a Sales Advisor is the challenge of the sale. April sets personal sales goals each day to keep herself motivated.



Sales Advisor
April Bernard



Specialty Foods Spotlight

According to the National Association for the Specialty Food Trade, more than two-thirds of consumers report purchasing specialty foods within the past six months, an 11 percent increase over 2011.

Chocolate, olive oil, cheese and yogurt top the list for specialty items shoppers are purchasing. Specialty foods are defined as foods of premium quality, which are often made by small or local manufacturers or have ethnic or exotic flavors.

During the holiday season, shoppers will be experimenting with new recipes and looking for new items to make their dishes extra special.

"In-store sampling is a great way to introduce shoppers to specialty products during the holidays and build value for retailers," said Giovanni DeMeo, Vice President of Global Marketing for Interactions. "With four in ten purchases being driven by impulse, there is a great opportunity to increase sales through sampling."



According to the NASFT, specialty foods represent 13.7 percent of all retail food sales.

A Pumpkin For Every Taste

If pumpkin mania has hit your store in the last month, you are not alone. Chances are, you have noticed the growing number of pumpkin flavored products offered by brands. A glance at one popular grocery store's October catalogue included everything from pumpkin cakes, bread and pancakes to pumpkin ravioli, tea and soup. Brands and retailers have also found that pumpkin spice is the magic flavor customers crave for a myriad of recipes this season.

There's something for everyone, even pumpkin treats for your pets. A recent article in [New York Magazine](#) even went as far as to refer to pumpkin as, "the new bacon."

Which pumpkin goods are likely to be on retailers' shelves? We've rounded up the plethora of products you may come across:

- Pumpkin Spice flavored Silk® soymilk
- Jell-O® Instant Pumpkin Pudding
- Planters® Pumpkin Spice Almonds
- Hershey's® Pumpkin Spice Kisses
- Pumpkin Pie Pop Tarts®
- Jet-Puffed® Pumpkin Spice Marshmallows
- Rossi® Pumpkin Spice Fettuccini Pasta
- Philadelphia® Pumpkin Cream Cheese
- Frontera® Chipotle Pumpkin salsa
- Pumpkin Ales and Pumpkin Wines



Food for Thought We Want To Hear From You!

What are your favorite family recipes for holiday parties and meals? Is your sweet potato casserole to die for? Share your favorite dish with us at newsletters@daymon.com and it could appear in the next Retail News Insider!

**Email your entry today to
newsletters@daymon.com!**



By the Numbers

248 MILLION

The number of turkeys raised in the United States in 2011

20 ft.

The diameter of the world's largest pumpkin

The year the Pilgrims celebrated the first Thanksgiving **1621**

The average cost of Thanksgiving dinner for 10 people in 2011

\$49.20

Recipe of the Month: Pumpkin Soup

Recipe courtesy of allrecipes.com



INGREDIENTS:

1 cup chopped onion
2 tbsp butter, melted
2 (14.5 ounce) cans chicken broth
1 (15 ounce) can pumpkin puree

1 tsp salt
1/4 tsp ground cinnamon
1/8 tsp ground ginger
1/8 tsp ground black pepper
1 cup heavy whipping cream

DIRECTIONS:

Saute onion in butter in a medium saucepan until tender. Add 1 can chicken broth; stir well. Bring to a boil; cover, reduce heat, and simmer 15 minutes.

Transfer broth mixture into the container of a blender or processor. Process until smooth.

Return mixture to saucepan. Add remaining can of broth, pumpkin, salt, ground cinnamon, ground ginger, and ground pepper; stir well. Bring to a boil; cover, reduce heat, and simmer 10 minutes, stirring occasionally.

Stir in whipping cream and heat through. Do not boil. Ladle into individual soup bowls.

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