

Now's the time to enjoy
Mushrooms
-they go with everything

Mushroom Institute In-Store Promotion Piece

WITH MUSHROOMS GOING into their peak season, the American Mushroom Institute is offering attractive streamers and price cards to help put more push behind retail sales of this vegetable. The attractive two-color streamer shown above, 19 $\frac{3}{4}$ " x 7 $\frac{3}{4}$ ", may be used on a store window or with in-store displays of mushrooms—fresh, canned, frozen or dried. The price card, 8" x 5 $\frac{1}{2}$ ", has style and legibility, and should help sell the vegetable. Sets of two streamers and a price card may be secured for handling cost of 10 cents from the American Mushroom Institute, P.O. Box 373, Kennett Square, Pennsylvania 19348—or contact mushroom suppliers.

APPLES

LETTUCE

PLUM

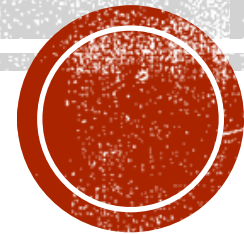


INNOVATIVE RETAIL STRATEGIES IN FRESH PRODUCE



The official list of retailer innovations (according to ChatGPT):

1. Automated ordering systems
2. Vertical Farming in Grocery Stores
3. Robotic Inventory Management System
4. Smart Refrigeration
5. Blockchain for Fresh Produce Transparency
6. Zero-Waste Grocery Stores
7. Freshness Monitoring with RFID
8. Subscription models for fresh produce
9. AI-Powered Demand Forecasting
10. In-store QR codes for Fresh Produce Origins



**EVERY INNOVATION NEEDS TO
STAY TRUE TO ONE QUESTION:**

What's in it for me?



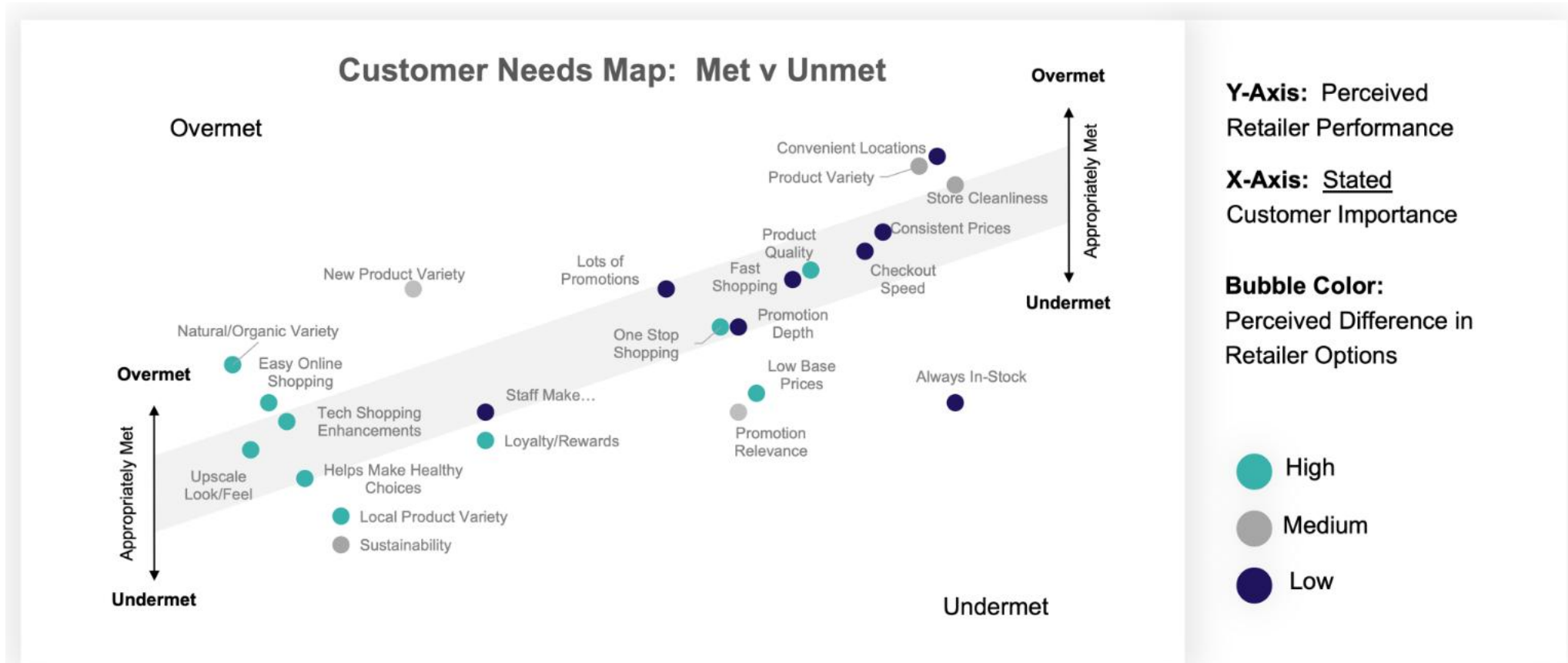
INNOVATION

= / =

RELEVANCE



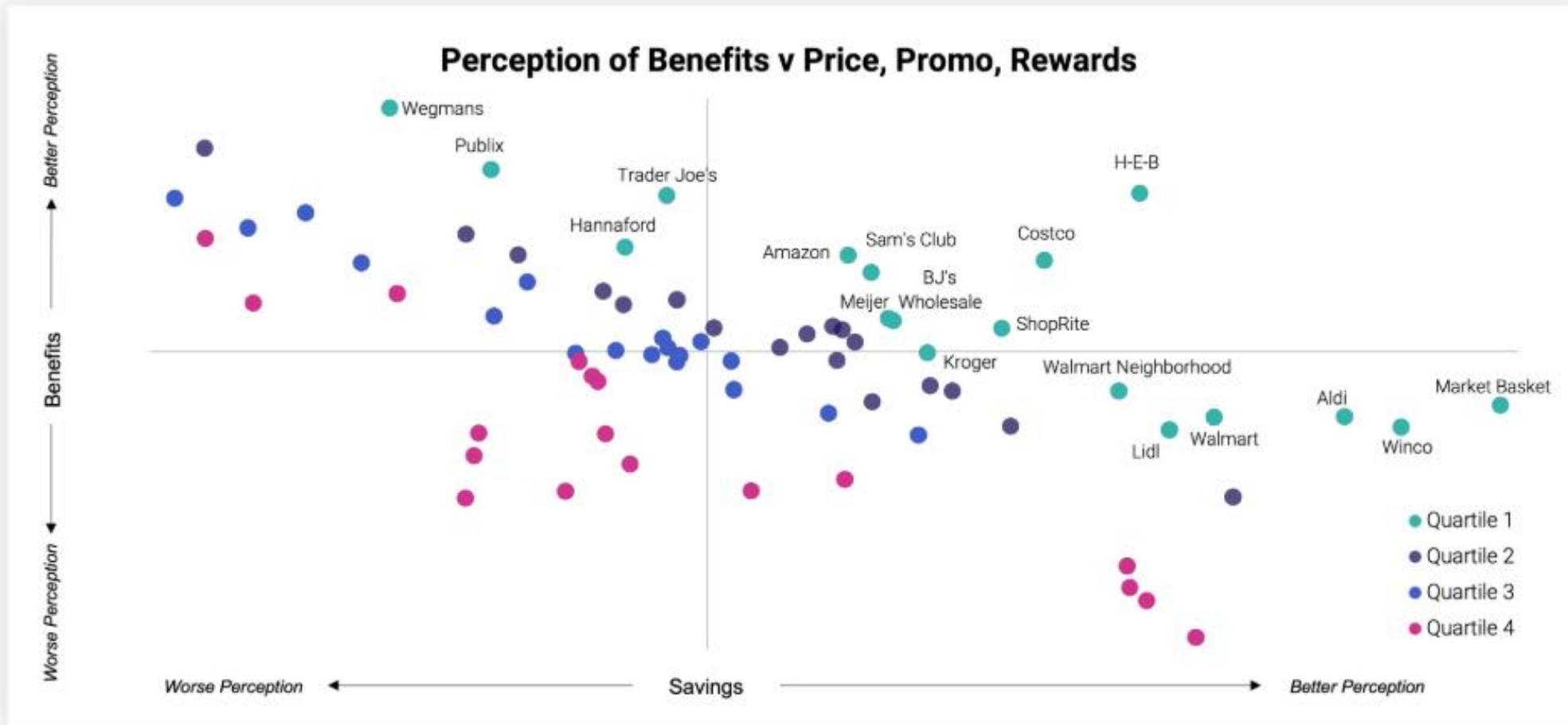
INNOVATION VS. RELEVANCE



Source: dunnhumby Seventh Annual Retailer Preference Index for U.S. Grocery



INNOVATION VS. RELEVANCE



Source: dunnhumby Seventh Annual Retailer Preference Index for U.S. Grocery

dunnhumby



THE GROCERY EXPERIENCE



EXPERIENCE INNOVATIONS

Amazon's cashier-less technology was supposed to revolutionize grocery shopping. It's been a flop

By Ramishah Maruf, CNN

3 minute read · Published 4:35 PM EDT, Wed April 3, 2024



EXPERIENCE INNOVATIONS

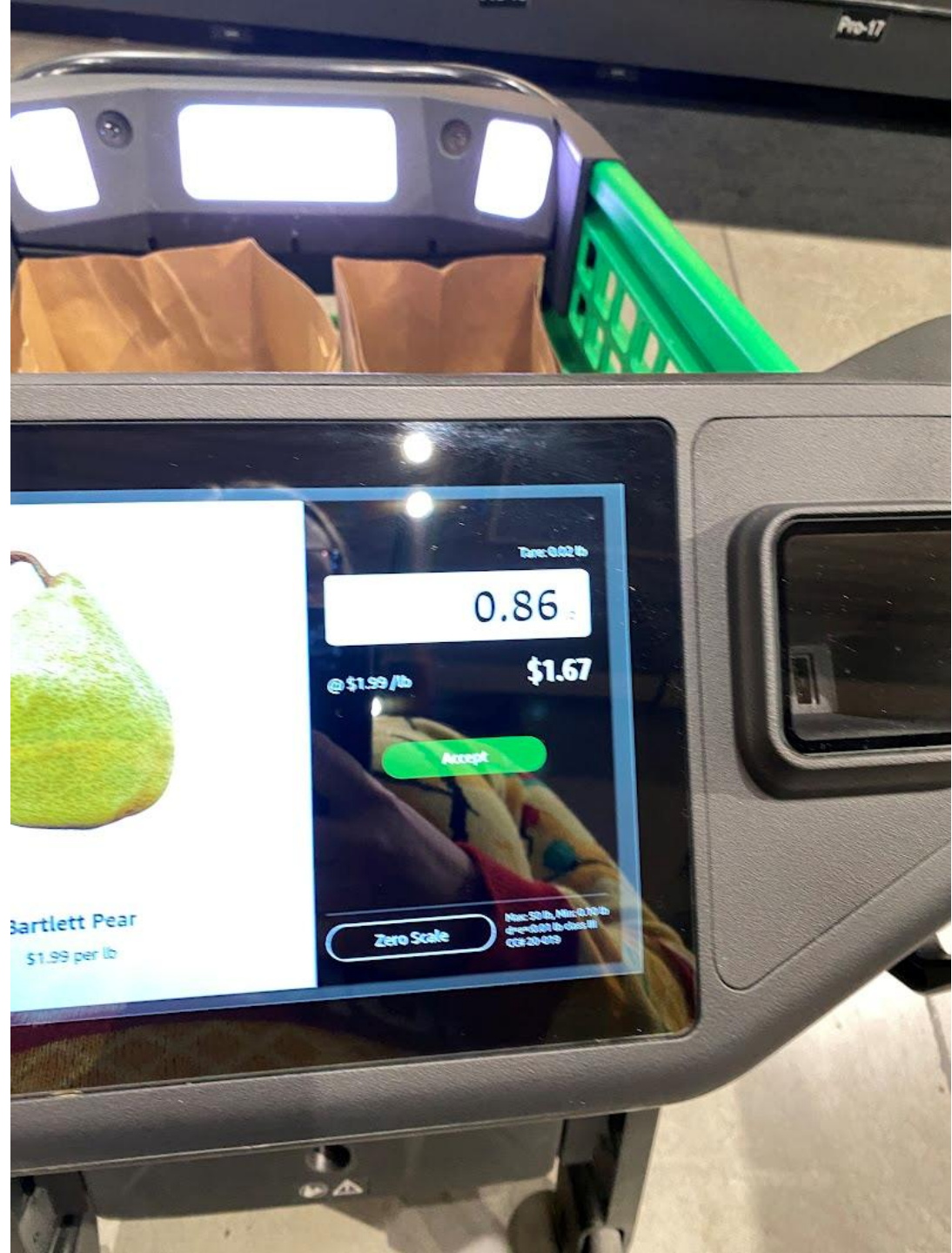
Amazon's cashier-less technology was supposed to revolutionize grocery shopping. It's been a flop

Caper's smart cart makes shopping magical

It's just like a shopping cart, but helps you skip the checkout line and save money while you shop.

- Find savings and track your total spending on the touchscreen
- Bag items as you shop
- Check out on the cart and skip the line





EXPERIENCE INNOVATIONS

Caper's smart makes shop magical

It's just like a shopping cart, but helps you skip the
money while you shop.

- Find savings and track your total spending
- Bag items as you shop
- Check out on the cart and skip the line



EXPERIENCE INNOVATIONS

Caper's smart shopping cart makes shopping magical

It's just like a shopping cart, but helps you save money while you shop.

- Find savings and track your total spend
- Bag items as you shop
- Check out on the cart and skip the line



EXPERIENCE I

Caper's s makes sh magical

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EXPERIENCE IN

Caper's s makes sh magical

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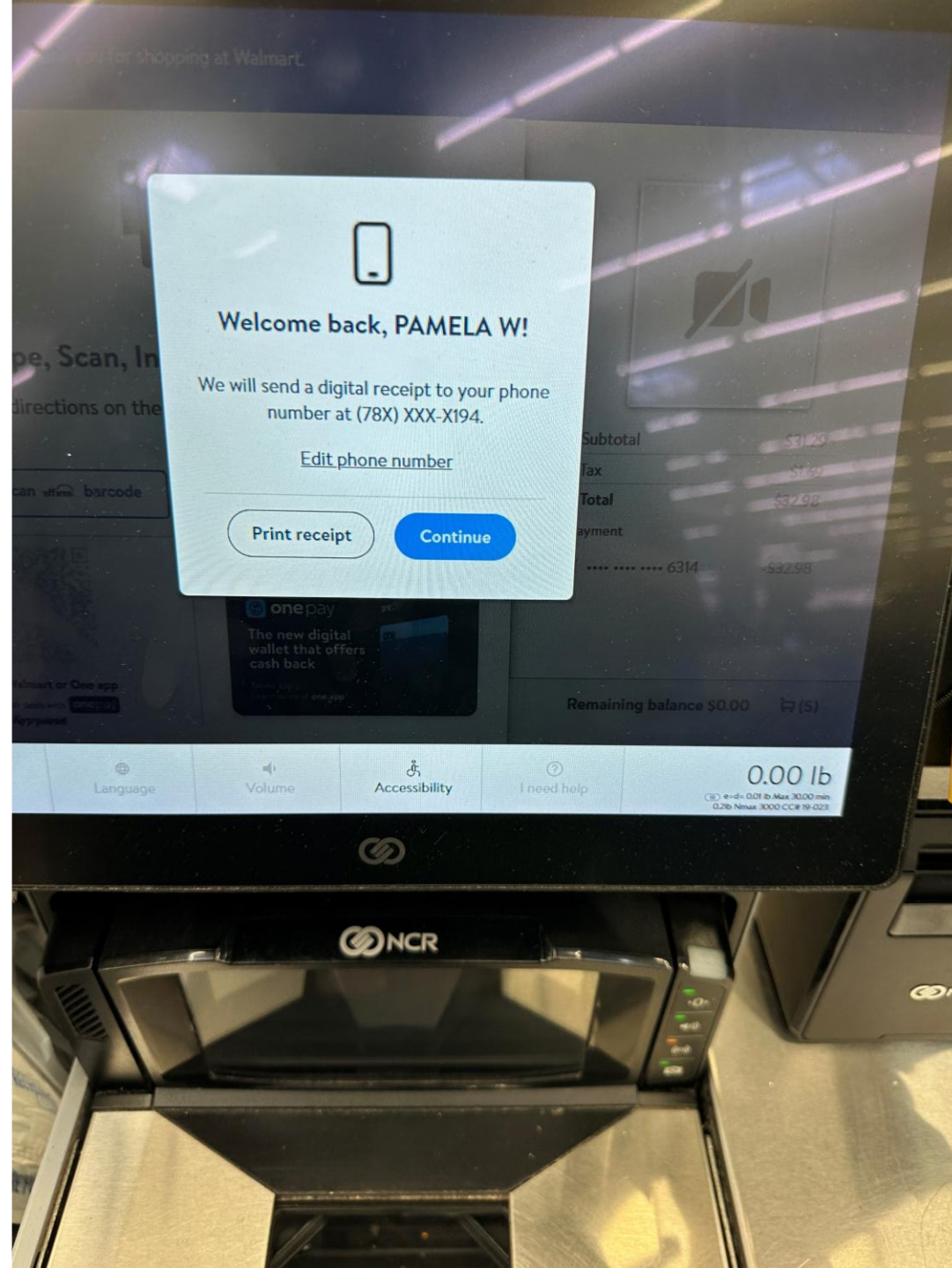
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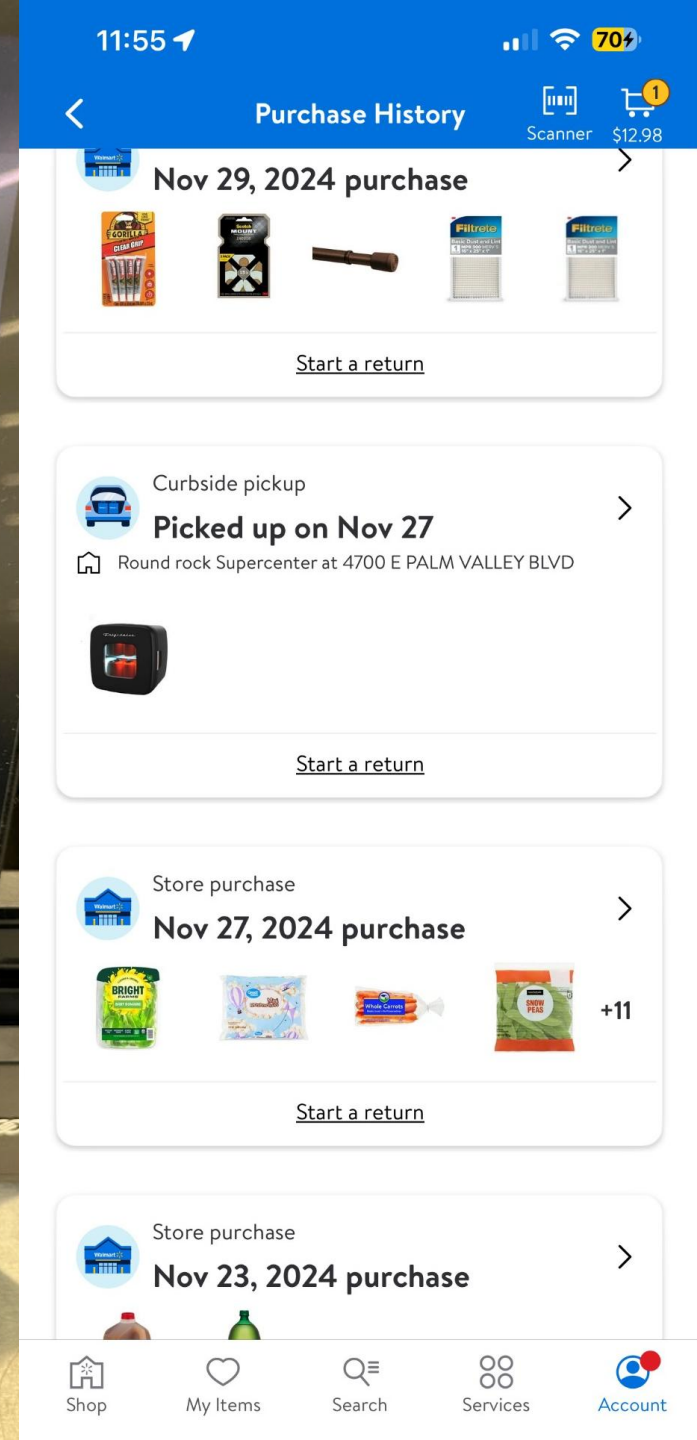
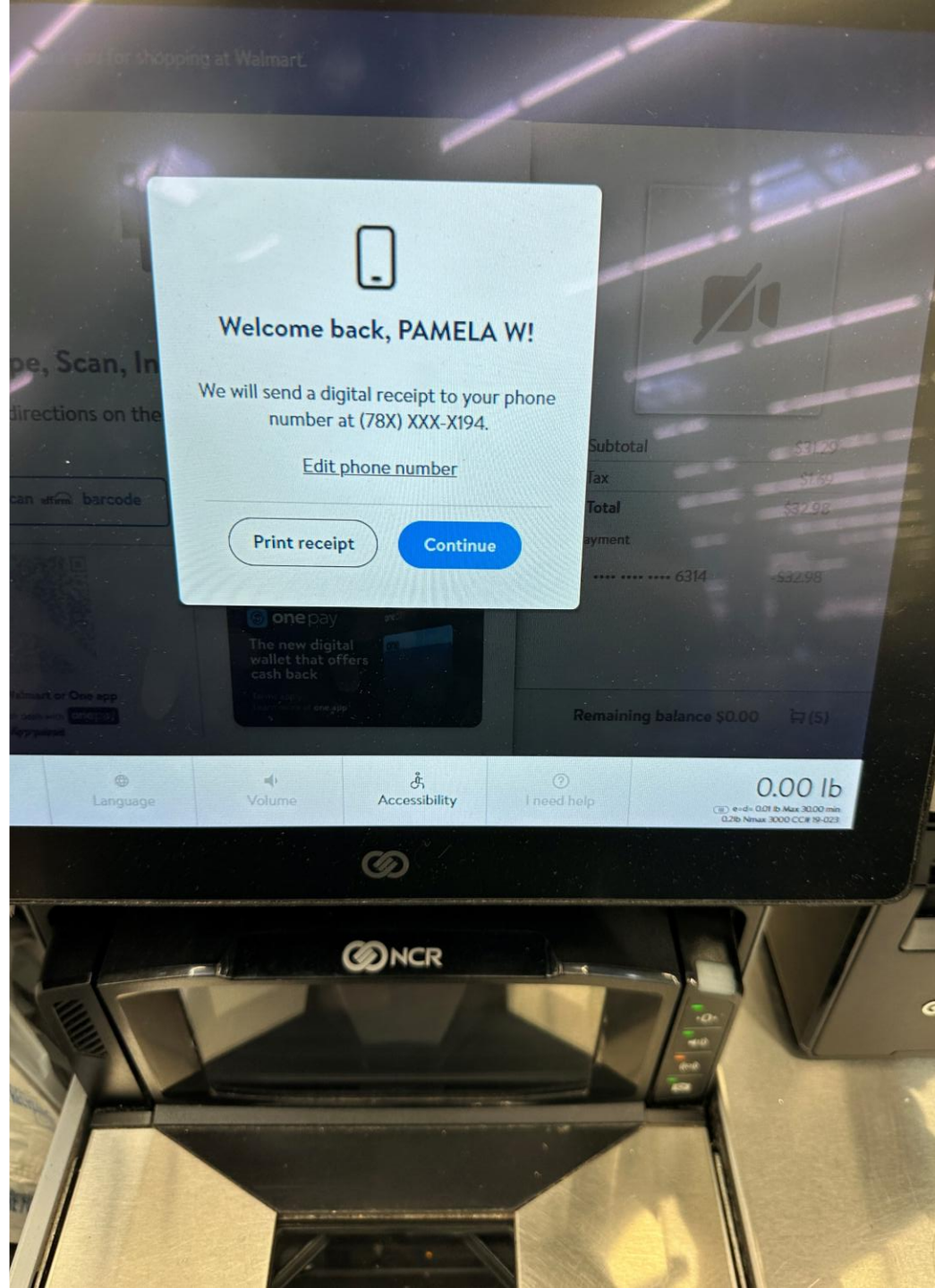
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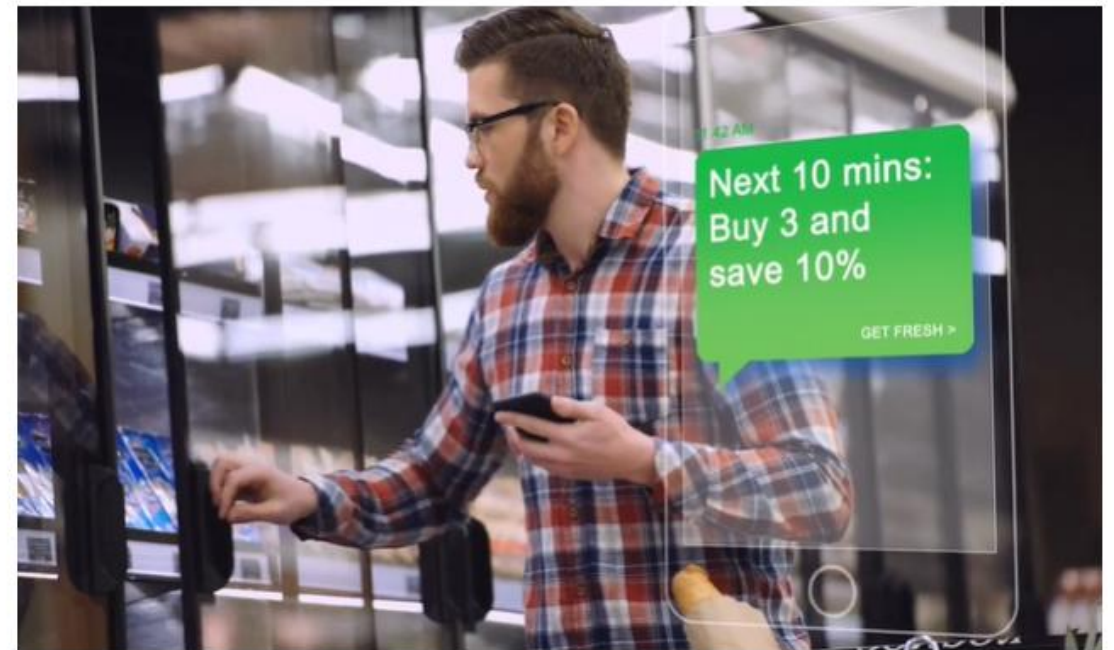
EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS

Needler's Fresh Market
January 25 at 12:41PM · 🌱

Mikey from Middletown isn't for sale but he did just finish stocking more produce for our 25% off Produce Sale that is happening today -- Saturday, January 25th, from 8am to 8pm! 🍏🍎

🌟 Don't miss out—valid at all Needler's Fresh Market locations, with loyalty and while supplies last. We can't wait to see you!

35

1 comment 4 shares



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



EXPERIENCE INNOVATIONS



FRESH INNOVATIONS

Simbe receives patent for tracking fruit & vegetable freshness

By Mike Oitzman | December 20, 2021



Fruit spoilage is a major source of lost revenue for grocers. | Image credit: Clem Onojeghuo from Pexels



FRESH INNOVATIONS

Simbe upgrades Tally retail robot with data capture solution

January 7, 2025 - Retail, Press Release

[Print](#) [Email](#) [Facebook](#) [Twitter](#) [+](#)



SAN FRANCISCO, Jan. 07, 2025 (GLOBE NEWSWIRE) — Simbe, the Store Intelligence leader powering the most retail banners in the world, today announced the launch of Tally Spot, a breakthrough fixed sensor data capture solution that complements Tally, Simbe's market-leading autonomous mobile robot.

Simbe receives patent for tracking fruit & vegetable freshness

By Mike Oitzman | December 20, 2021

[Facebook](#) [Twitter](#) [LinkedIn](#) [Reddit](#) [Pinterest](#) [+](#)



Fruit spoilage is a major source of lost revenue for grocers. | Image credit: Clem Onojeghwo from Pexels



FRESH INNOVATIONS



ONLINE GROCERY INNOVATIONS

- Subscriptions, but maybe not what you're thinking



ONLINE GROCERY INNOVATIONS

- Subscriptions, but maybe not what you're thinking

HEALTH TECH

Northwell Health teams up with Instacart to scale food-as-health programs

By Heather Landi · Jul 17, 2024 1:00pm

Northwell Health

Instacart

nutrition

Social Determinants of Health



Instacart launched its health division in September 2022 with a focus on expanding access to nutritious food for underserved communities. (Instacart)

Grocery delivery company Instacart continues to expand its reach in healthcare and has notched a major health system partnership.



ONLINE GROCERY INNOVATIONS

Free, weekly fresh produce improved diet, physical activity and reduced CVD risk factors

American Heart Association Epidemiology, Prevention, Lifestyle & Cardiometabolic Health Conference, Abstract 21



Research Highlights:

- After 16 weeks of free, weekly home delivery of fresh produce, study participants boosted their fruit and vegetable consumption by almost ½ of a serving per day and added 42 minutes to their weekly level of physical activity.
- One year later, participants had better blood sugar control and lower bad cholesterol levels compared to adults who did not receive free, weekly produce deliveries.
- The study found that adults who participated in the free, weekly produce program had improved cardiovascular health measures.

Embargoed until 8:30 a.m. CT/9:30 a.m. ET, Wednesday, March 20, 2024

HEALTHTECH

Related Images

← →

Farmer's Market fruits and vegetables
copyright American Heart Association

Download (1.8 MB)

Northwell
Healthy Choices
Available at 19 more stores
Fresh Vegetables
Fresh Fruit
Organic

g access to nutritious food for underserved

communities. (Instacart)

Grocery delivery company Instacart continues to expand its reach in healthcare and has notched a major health system partnership.



ONLINE GROCERY INNOVATIONS

- Subscriptions, but maybe not what you're thinking
- Suggestive selling



Food Dive

Feb 7

Feb. 7 - Mondelēz, Hershey pressured by hi...

Leftovers: Pringles aims to score with Miller Lit...



Karen Caplan

Feb 7

How do you prepare for a sales presentation?

How do you prepare for a sales presentation?...



H-E-B

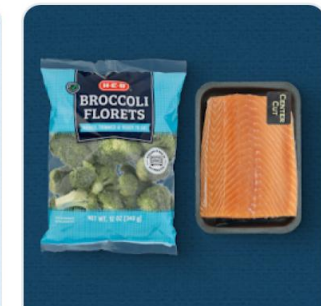
Feb 7

Over \$15 in deals on fresh produce

👛 Deals end soon



\$2 off



Free select
vegetables



Free select



Consumer Reports

Feb 7

Final Reminder: save 25% on data privacy f...

Keep your data safe as you shop, share, and b...



Austin FC

Feb 7


Coming to Q2 Stadium: Tigres UANL vs Pu...

Tickets On Sale Today at 1pm! To view this em...









ONLINE GROCERY INNOVATIONS

Cinco de Mayo favorites



Make your own Guacamole

 \$4.13 Organic Medium Hass Avocados, 3-5 Count Bag Add to cart	 \$2.68 (\$1.34/lb) White Onions, 2 lb bag Add to cart	 \$0.78 Cilantro, bunch Add to cart	 \$0.48 each (\$3.98/lb) Garlic, each (1 bulb) Final cost by weight Add to cart	 \$0.29 each (99.0 c/lb) Roma Tomatoes, each Final cost by weight Add to cart	 \$0.42 / 0.25lb (\$1.68/lb) Jalapeno Peppers, approx. 3-5 per 0.25 lb Final cost by weight Add to cart
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Taco Fixings







 \$2.88 (18.0 c/oz) Marketside Shredded Iceberg Lettuce, 16 oz Add to cart	 \$2.28 (16.3 c/oz) Daisy Sour Cream, 14 Oz. Add to cart	 \$0.80 (15.0 c/oz) Great Value Fat Free Refried Beans, 16 Oz Add to cart	 \$1.12 (4.3 c/oz) La Costeña Green Pickled Jalapeno Peppers, 26 Oz Add to cart	 \$1.37 (16.6 c/oz) Old El Paso Black Bean Refried Beans, 16 oz Add to cart	 \$6.96 (21.8 c/oz) Great Value Finely Shredded Fiesta Blend Cheese, 32 oz Add to cart
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PHOTO: 210 Analytics



Food Dive

Feb 7

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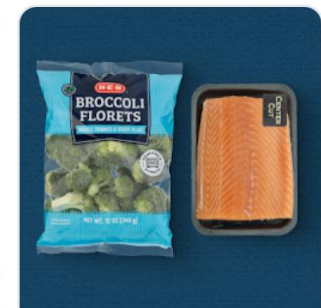
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Free select vegetables



Free select



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ONLINE GROCERY INNOVATIONS

- Subscriptions, but maybe not what you're thinking
- Suggestive selling
- Who are your hands-on shoppers?



ONLINE GROCERY INNOVATIONS

- Subscriptions, but maybe not what you
- Suggestive selling
- Who are your hands-on shoppers?

Instacart customers have had it with male shoppers: ‘Substituted my ground beef for a watermelon’

This is why so many online grocery customers prefer female shoppers.



A man shopping at a grocery store. SolStock / Getty Images

A WORD ABOUT GROCERY RANKINGS

- Small sample size, geographically skewed, paid-for, picking names out of a hat

TOP 10 Best Grocery Stores in the U.S.

Ranks are based on star rating and the number of reviews



- | | | | | | |
|---|----------------|---|----|--------------|--|
| 1 | Trader Joe's | 1779 E Williams Field Rd
Gilbert, AZ | 6 | Trader Joe's | 2922 S Shepherd Dr
Houston, TX |
| 2 | Trader Joe's | 2742 4th St N
St. Petersburg, FL | 7 | Trader Joe's | 9722 Great Hills Trl Ste 200
Austin, TX |
| 3 | Central Market | 4651 West Fwy
Fort Worth, TX | 8 | Trader Joe's | 403 N Loop 1604 W
San Antonio, TX |
| 4 | Trader Joe's | 1820 E Arbors Dr
Charlotte, NC | 9 | Trader Joe's | 4600 Shelbyville Rd #111
Louisville, KY |
| 5 | Trader Joe's | 7575 W Washington Ave
Las Vegas, NV | 10 | Trader Joe's | 931 Monroe Dr NE
Atlanta, GA |



Trader Joe's makes up 90% of the best grocery stores in America.



GROCERY RANKINGS

1st Quartile: Strongest Customer Value Propositions

Rank	Rank change vs '23
1	0
2	+2
3	0
4	+10
5	+2
6	-4
7	+8
8	-3
9	-3
10	-2
11	-1
12	-3
13	-2
14	+4
15	+2
16	+14
17	-2
18	+5

dunnhumby

Source: Retailers ranked by RPI score, which is a result of dh's RPI model. Customer perceptions input into the model were from dh RPI survey database, August 2023, n=10,641 US grocery shoppers. Each retailer's perceptions are among past 4 week shoppers of the retailer. *Rankings subject to slight change



GROCERY RANKINGS

Rank Gainers and Decliners in 2024



Rank Gainers

- 2 types
- Quality-first or Price-first retailers
- **Drove perception improvements** in their vulnerabilities while maintaining their strengths
- Quality-first retailers also improving Operations rankings

Top 9 Biggest Rank Gainers (All rose a half quartile or more)

1	Food 4 Less/FoodsCo
2	Lowes
3	Smart & Final
4	Lidl
5	WinCo
6	Brookshire's
7	Schnucks
8	Smiths
9	Trader Joe's



Rank Decliners

- Also 2 types
- Quality-first retailers or select Kroger/ Albertson's banners
- **Saw perception declines in their strengths**, as well as Operations rankings



GROCERY RANKINGS

Cleanliness Of Store
 Fresh Store-Prepared Foods
 Checkout Speed
 Produce Variety
 Store Brand Quality
 Prices On Organic Options
 Variety Of International Products Or Multicultural Foods

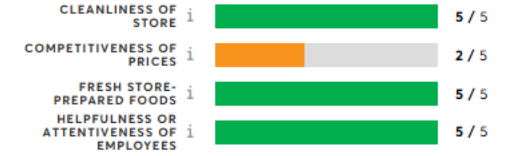
Competitiveness Of Prices
 Helpfulness Or Attentiveness Of Employees
 Produce Quality
 Meats Or Poultry Quality
 Selection Of Healthy Options
 Selection Of Locally Produced Products

CLEAR ALL
Apply

OVERALL SATISFACTION SCORE

91

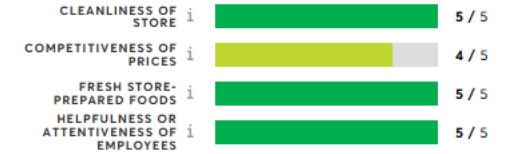
Central Market (TX)



OVERALL SATISFACTION SCORE

90

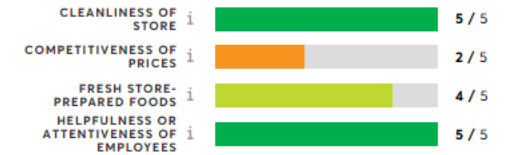
Wegmans



OVERALL SATISFACTION SCORE

89

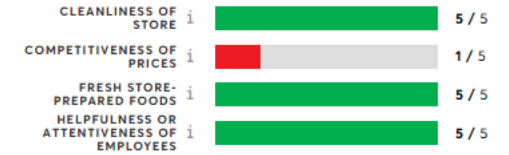
Heinen's



OVERALL SATISFACTION SCORE

87

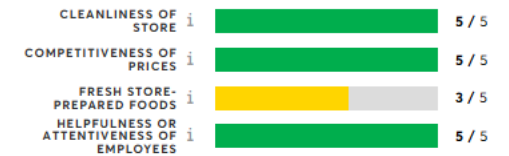
Gelson's



OVERALL SATISFACTION SCORE

87

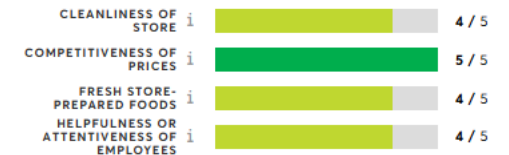
Trader Joe's



OVERALL SATISFACTION SCORE

87

Market Basket (Northeast)



RETAILERS I HAVE MY EYE ON IN 2025:

- Fresh assortment continues to grow
- Attracting a broader audience
- Innovative merchandising

Always low prices.
You're welcome.

[View Weekly Ad](#)



Investing more than

\$9B



More than

800

stores



Nearly

3,200

stores nationwide



Entering new markets

Las Vegas

ALDI Announces Plans to Open a Record-Breaking 225+ New Stores in 2025

America's low-price leader doubles down on commitment to deliver affordable, quality groceries to more communities



RETAILERS I HAVE MY EYE ON IN 2025:

- 500+ stores, added 66 in 2024
- Opportunity buyer, not afraid to take risks



RETAILERS I HAVE MY EYE ON IN 2025:

- 63 stores in 9 states
- Amazon recently appointed Whole Foods CEO to oversee all grocery



RETAILERS I HAVE MY EYE ON IN 2025:

- Initiative to make “Innovation the new normal”
- All the bells and whistles you hear about, actually out there doing the thing



RETAILERS I HAVE MY EYE ON IN 2025:

- Not afraid to do things differently
- New leadership in merchandising with overseas influence
- Located in a hotbed of retail competition



== *Score Big!* ==

\$10 OFF \$50 JUST FOR YOU

*YOUR NEXT PURCHASE OF \$50 OR MORE **IN STORE OR *Online****

OFFER VALID 2/7/25 - 2/9/25. LIMIT ONE (1) PER HOUSEHOLD WITH FRESH REWARDS CARD.
SAVINGS APPLY AFTER ALL OTHER APPLICABLE DISCOUNTS AND COUPONS. NO CASH BACK.
EXCLUDES BEER, WINE, TOBACCO, CBD PRODUCTS, GIFT CARDS, FUEL, LOTTERY AND SERVICES.

Lowes
FOODS



TO USE THIS OFFER, SCAN BARCODE AT CHECK OUT OR ENTER PROMO CODE
8823 WHEN PLACING YOUR LOWES FOODS TO GO ORDER ONLINE.

**LET'S SKIP TO THE
GOOD PART:**

**DISPLAYS THAT MADE
ME TAKE A SECOND
LOOK**



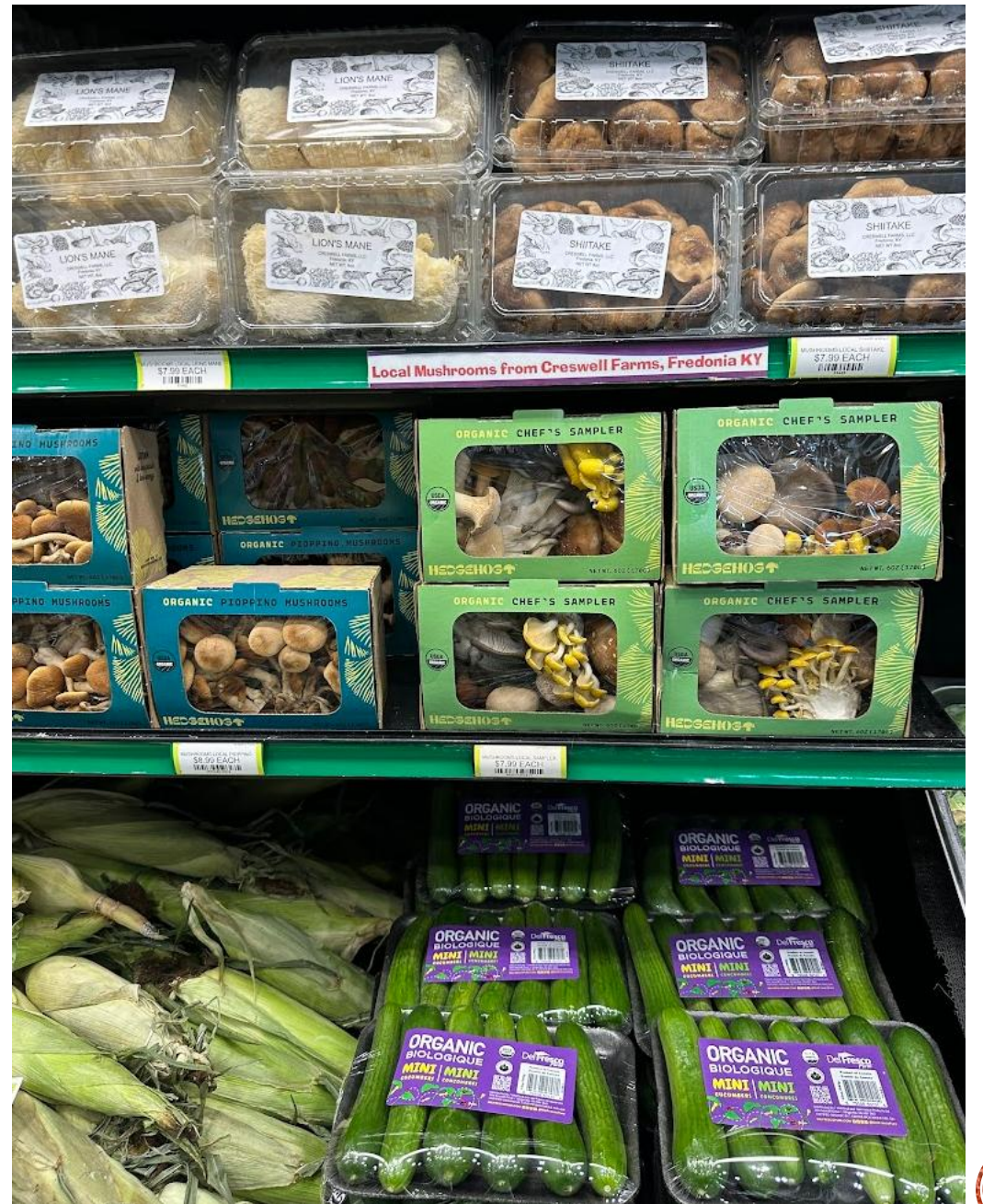




PHOTO: 210 Analytics





Buy Panera Bread Chilled Salad Dressing, 12 oz., assorted varieties get FREE H-E-B Salad Topper Sliced Mushrooms, 5 oz.

Expires today, Unlimited Use

Buy 1 of these



\$4.98 each
Panera Bread
Poppy Seed
Dressing (Sold...
In Produce on the
Left Wall



\$4.98 each
Panera Bread
Caesar Dressing
(Sold Cold), 12 f...
In Produce on the
Left Wall



\$4.98 each
Panera Bread
Apple Vinaigrette
Dressing &
In Produce on the
Left Wall

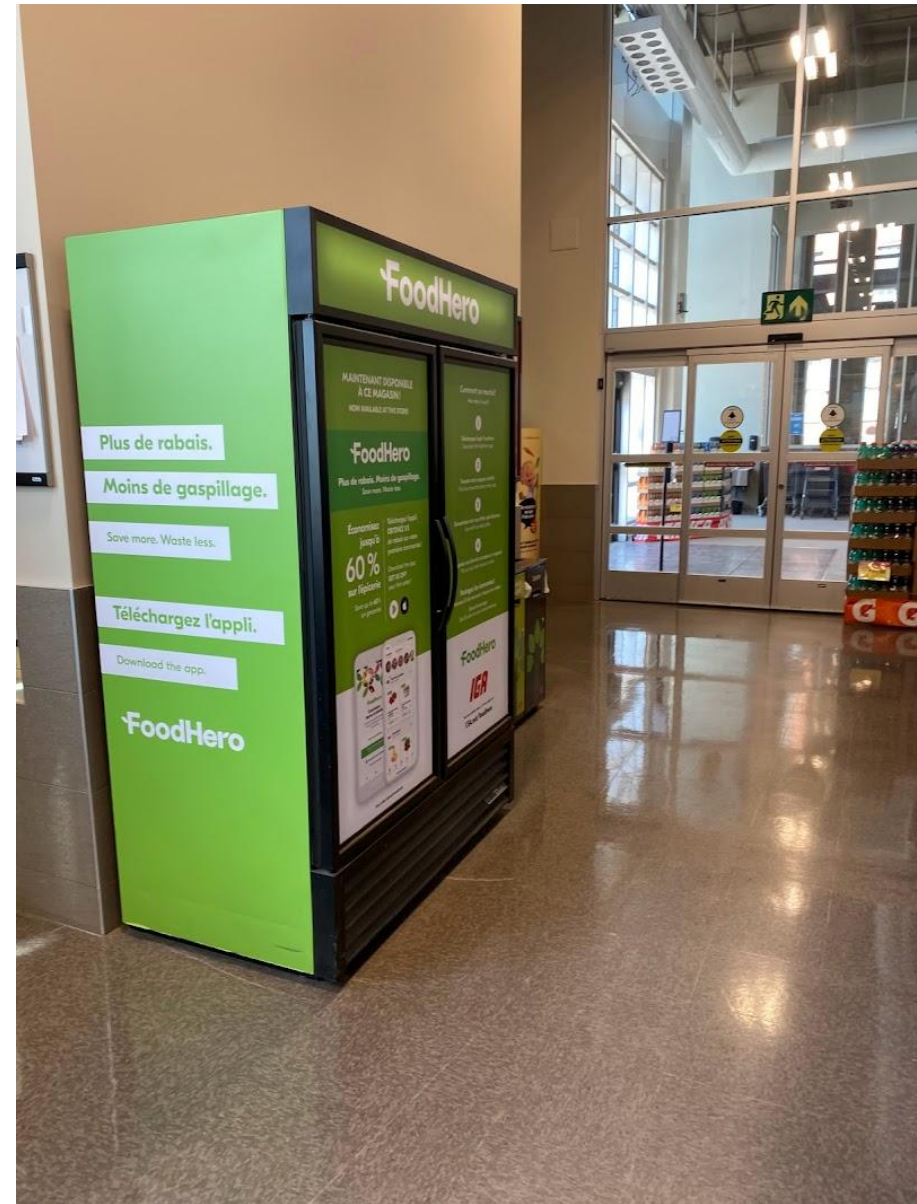
Coupon clipped
Shop in store to redeem





PHOTO: 210 Analytics







Maria Jola
SANGRIA

AROMATIC SPICE NOTES OF
NUTMEG AND CINNAMON WITH
CITRUS & TROPICAL FRUITS!

\$6.99
1.5L

SPARKLING
SANGRIA

REGIPE:
1 bottle of Sangria mix
1 week of sparkling
orange juice
2 large lemons
3 handfuls cubed kiwi
and citrus
combine all and serve
chilled.
Enjoy with friends & family!

Villa Antica
ASOLO PROSECCO

FRESH & FRUIT FORWARD WITH
AN ELEGANT MOUTH FEEL!

\$8.99
750ml

SUPERIORE
DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

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champignons blancs entiers

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 Fraicheur et qualité... sous toutes les formes.

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50%

OFF REGULAR PRICE
 FOR QUICK SALE

PRICE WAS: _____

COUNTRY OF: _____

PLU: R15-6523_004_E





PICKING THE PERFECT AVOCADO

To see if an avocado is perfectly ripened, hold it in the palm of your hand and give it a gentle squeeze. A ripe avocado will be soft but not overly squishy. If the avocado is very hard, then it will need a few days to ripen.



Bob's??
QUICK TIP?
Did YOU know...





TEXAS GROWN VEGGIES

We go the extra mile, so your produce doesn't have to!

- LOCAL PICKLING CUCUMBERS \$3.99
- LOCAL CLUSTER TOMATOES 98¢ SAVE NEAR LB
- LOCAL 100% BELL PEPPER \$2.49
- LOCAL CAMPARI TOMATOES \$2.48 SAVE 1.50
- LOCAL 2/5 SAVE 1.50

MEET THE GROWER!

VILLAGE FARMS

WHO THEY ARE
One of the oldest, solely owned, vertical greenhouse growers in the great state of Texas.

WHAT THEY GROW
Unique tomatoes using traditional methods, for the perfect sweet & acidic balance.

WHY WE LOVE THEM
They search the fields for the best-tasting varieties to grow right here in Texas.

LEARN MORE




TEXAS GROWN
We go the extra mile, so your produce doesn't have to!

 TEXAS GROWN
We go the extra mile, so your produce doesn't have to!

TEXAS GROWN
We go the extra mile, so your produce doesn't have to!

 TEXAS GROWN
We go the extra mile, so your produce doesn't have to!

heavenly villagio marzano
Village Farms
Mini San Marzano Tomato
Greenhouse Grown
Perfect for cooking, grilling, and roasting.
Produced in USA - Product of E.U.







Waitrose
Nutty and
earthy chestnut
mushrooms

UK ONLY
UK Chestnut Buttons
LOVE life
1 of your 5 a day
= 1 handful

Best Before
11 FEB
Wash before use. Refrigerate after purchase.
Packed for Waitrose Limited, Locking, Berkshire, RG12 8YA UK waitrose.com

Weight
200g



SUPPLIER
312 TTY 09835 (4)

10 14





M&S SELECT FARMES
-FOOD-
we know and trust

BRITISH BABY MUSHROOMS

Best stored in a fridge. Wash before use.
COUNTY: **Somerset, UK**
BEST BEFORE: **12/02/2020**
SELECT FARMER: **R Bowkett**

M 0187 428 S

200g e

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*M&S (Ireland) Ltd PO Box 1322 Ravenhill Dublin 2 Ireland











Information
& Rezeptidee auf der
Rückseite

**VITAMIN D
PILZE**

zur Unterstützung
gesunder Knochen und Zähne





EDEKA

Aus Liebe zur Qualität

mini kräuter- seitlinge



* Angenehm mildes

Aroma mit einer feinen STEINPIZZNOTE.
Ideal für eine einfache und schnelle Zubereitung.



AROMATISCH



VIELSEITIG
VERWENDBAR







Information
& Rezeptidee auf der
Rückseite

**VITAMIN D
PILZE**

zur Unterstützung
gesunder Knochen und Zähne



Severnschling

