



Grow Your Deli Business With Healthy Living Options

According to the IDDBA, the number of shopper trips to a supermarket deli is up 3.2% from a year ago, and trips to the deli prepared section are up 5.2%. While choice in menu offerings is critical, FMI research shows that offering healthy and nutritious options are vitally important.

In fact, nearly 75% of all shoppers and 87% of frequent shoppers said healthy items are important when they shop in the deli section. The International Food Information Council (IFIC) reports that 69% of consumers now check the nutritional facts on labels for indications of healthfulness. Just like the center aisle, consumers want a quick and easy way to know 'it's healthy' in the deli.



Here are some easy tips to get more from your deli:

1. Make Finding Healthy Information Easy! – Consumers are busy and looking for what's not in the ingredients of foods you serve. Make it easy with signage and labels on pre-packaged foods using words like: No Artificial Preservatives, Colors, Flavors and No-High Fructose Corn Syrup. Good examples are a simple sign at the salad dressings station on a self-service salad bar or a label on grab and go salads.



2. Assuring That Portion Control (PC) Packaging Has A Healthy Halo! – Let your PCs assure customers that dressings and dips they take home from the deli are clean label. Compared to restaurants, deli use of PCs for take-home or catering trays is even more important. From cups to individual pouches or bottles, using key words on packaging, in ingredient listings and nutritional labels are important.

3. Use Brands Recognized for Healthiness in Your Deli – Why wouldn't you capture the customer loyalty of healthy brand names from elsewhere in the store? Whether it's a familiar brand name on a gallon jug in your kitchen to a PC in a take-out box or meal kit, leverage the association with well-established clean label brands to build a reputation for healthy goodness in your deli.

Litehouse offers dressings and dips with no artificial colors, flavors, preservatives and no High-Fructose Corn Syrup (HFCS). Litehouse also helps with the perfect packaging, ranging from cups to 1 or 2-oz. pouches that are ideal for self-service salad bars, grab and go, catering and meal kits as well as back-of-house gallon jugs and front-of-house bottles. It is the #1 refrigerated salad dressing brand in the combined U.S. and Canada* marketplace.

*IRI Total US MULO and Nielsen Homescan

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**Taste the premium quality flavor of Litehouse Dressings & Dips
for yourself, then make the switch to Litehouse!**

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