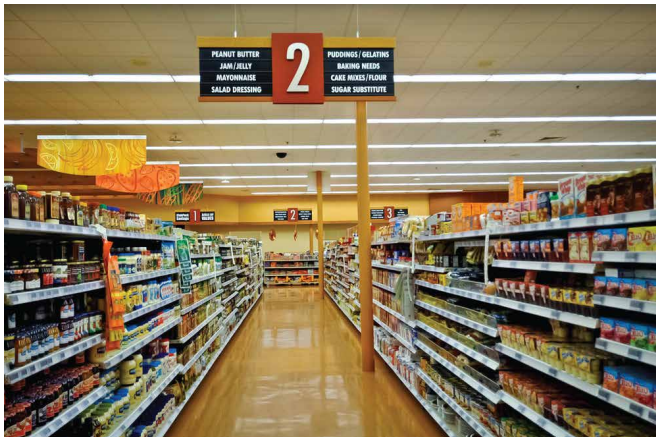


BUILD IT, THEY'RE HERE

The time has come, the need is here, all that needs to be done now is to acknowledge a new food channel has emerged and it needs unabridged coverage.

The strongest, clearest mirror of changing consumer demographics and their influence on the trends driving new eating and living habits is the retail food and manufacturing industry. The early retailer and manufacturer adopters, and adapters, usually get a competitive jump that serves them well by offering the products and services, the innovations, that put them at the forefront of shopper consciousness fed by the lifestyle and nutrition information streams running pretty much everywhere you look. What starts out as a millennial dynamic, the demographic driving most new trends, quickly spreads to a broader cross-section of the general consumer marketplace.



Much has been said and written about regarding center store challenges, and much has changed in terms of the sku's in these aisles reflecting changing consumer lifestyle and nutrition demands. But center store gets overshadowed by retailer food service because, as grocery growth stats scream out, food service is building much faster. With increased retailing food service emphasis and configuration, the insulin feeding the total store goes to a combination of cells, no longer one versus the other.

Today's consumer has a louder voice than ever and is being heard much clearer than ever with their "social media" megaphone and direct line to today's manufacturer and operator, and while the manufacturers, operators, and those in the supply chain "push" are listening most trade publications are watching. Retail Cuisine Business is solely dedicated to covering this new "pull" channel from those sending the message to those reacting to it.

Learn more about the new food world order and how your company must adjust to the changing "slice of the pie".