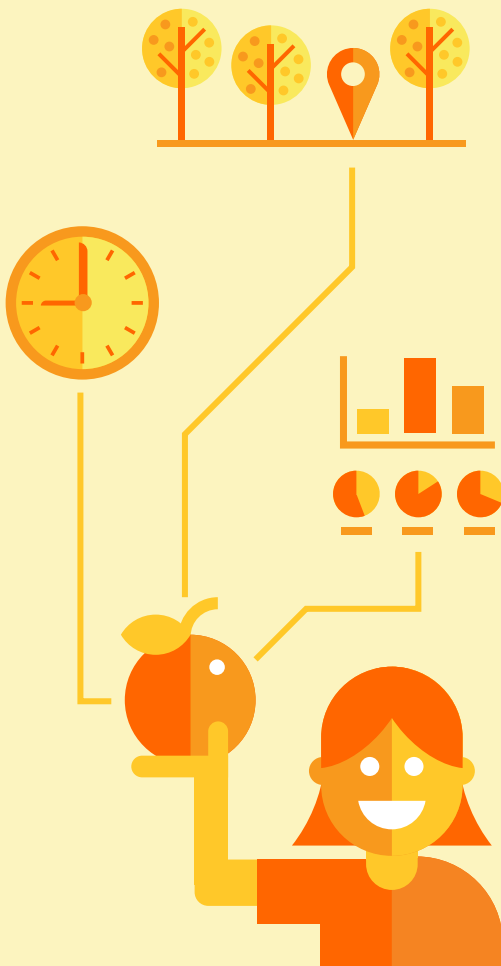


Four essentials beyond food for attracting supermarket customers

Grocery shines as an innovative bright spot in retail – at least, for those who realize that food is only the start. You, too, can build customer traffic and loyalty by getting creative in each of the following four arenas.

1 Participation

Customers demand involvement, information, even entertainment – like the augmented reality system which reveals an apple's backstory when you hold it up to a screen.



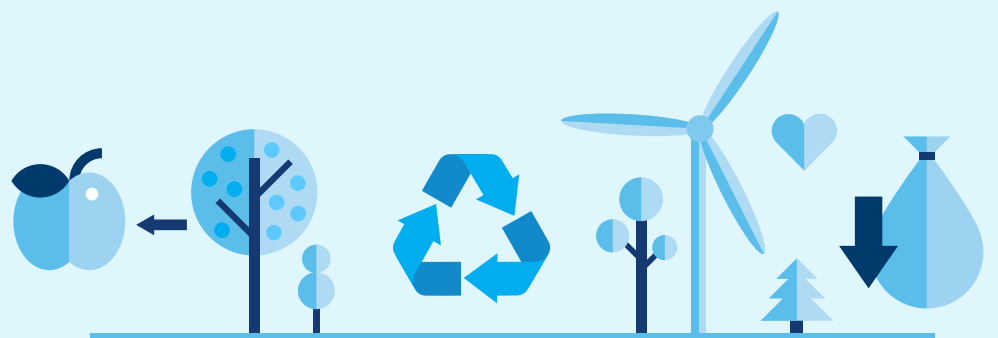
2 Pleasure

It's no longer enough to offer a good deal; supermarkets must offer a good experience, functionally and emotionally. Have you considered putting a wine bar or gastropub just beyond the arugula? (Hint: Your competition already has.)



3 Purpose

Customers look for grocery stores to be committed to ethical, sustainable practices in the sourcing, delivery, preparation and even the disposal of food. This requires programs of real substance, and communications to match.



4 Product

Winning supermarkets are thinking well outside the pasta box. They are becoming shopping destinations with offerings as diverse as spa-like beauty product sections and trendy clothing departments.



Sources: An MIT Professor designed this supermarket of the future - Business Insider | Tesco CEO on purpose - Marketing Week | 10 Food Trends that Will Shape 2018 - Forbes | Essity Grocery Playbook

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