

Fresh Department Recipe Offering Delights Retailers

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Columbus, OH ([PRWeb](#)) May 15, 2008 -- An innovative new point-of-purchase meal planning offering has exceeded retailer expectations by enhancing customer service and delivering center store sales. Designed to empower staff to interact more effectively with shoppers, the new METTLER TOLEDO Meal Planner, developed in conjunction with ShoptoCook, offers retailers both a successful turn-key recipe solution and an effective new tool to boost shopper loyalty.

"The METTLER TOLEDO Meal Planner proved its value in its first week." said Mike Richter, Coborn's Director Meat/Seafood/Deli in St. Cloud, MN, one of the field test sites. Mike continued, "With the Meal Planner, our Meat department Customer Service Sales Associates can now have a friendly conversation offering preparation methods and options with every customer. Meal Planner will no doubt drive loyalty because shoppers love the interaction with our staff and the free recipes."

Currently in national field testing, the Meal Planner by METTLER TOLEDO, is a scale-based turn-key recipe solution offering instant access to thousands of professional meal solutions for nearly every cut of meat, seafood and produce item offered on a grocer's food shelves. Each professionally-written and tested recipe contains a color photo, "serve-with" suggestions, ingredient lists, and preparation instructions. Shoppers can quickly find recipes related to the item they plan to purchase and receive a free printout. For shoppers the benefits are clear, but food retailers also appreciate the opportunity to develop a closer relationship with their shopper. "It gives the retailer a chance to create a dialog with their shopper," said Riccardo Ruotolo, product manager at Mettler Toledo, "In addition, Meal Planner drives shoppers back to the center store for sales of related recipe ingredients."

Industry studies show that 46% of American shoppers say their biggest meal drama is figuring out what to cook(1), and 58% shop without a list(2). Gone are the days of looking through stacks of index cards. The METTLER TOLEDO Meal Planner is there to help customers with easy-to-access meal planning help and to answer the age old "what's for dinner" question in a simple and effective manner.

To deliver the patent pending METTLER TOLEDO Meal Planner solution, METTLER TOLEDO joined up with ShoptoCook, the leading developer of interactive digital customer service solutions for supermarkets. ShoptoCook already has extensive success in this area, delivering recipes to customers on kiosks and, as such, was the natural choice to provide the content to the METTLER TOLEDO Meal Planner.

The METTLER TOLEDO Meal Planner solution is the next step in a growing suite of value-added, scale-based solutions that run seamlessly on the METTLER TOLEDO open scale platform. Our growing suite of scale-based solutions includes couponing, display marketing, fresh item management, alerts, plan-o-grams, e-mail, company intranet access, training videos, and more. The METTLER TOLEDO Meal Planner was recently shown at the



2008 FMI Show in Las Vegas.

METTLER TOLEDO is a leading global supplier of precision instruments and is the world's largest manufacturer and marketer of weighing instruments for use in laboratory, industrial, and food retailing applications. METTLER TOLEDO provides fresh solutions for retail that help customers sell more product and optimize their operational performance in the fresh departments of the store. For more information visit www.mt.com/retail.

ShoptoCook, Inc is a leading developer of Interactive Digital Customer Service Solutions for supermarkets. STC's Answers™ software include Item Locator, Price Check, Meal Planning, Wine Pairing, and Health & Wellness modules, delivered via an intuitive, user friendly interface giving customers answers while they shop. ShoptoCook's solutions provide shoppers with the answers to their most common questions in-store: Where is it? How do I use it? And how much is it? Solutions support store associates with consistent, accurate, product information available all hours of operation, realizing labor savings and capturing missed sales opportunities. For more information visit www.shoptocook.com.

1 USA Weekend/allrecipes.com, 2005; 2 Supermarket Guru, 2005

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