

# SHOPTOCCOOK

Interactive technology enables grocers to leverage sales opportunities in their perishable perimeter, says Frank Beurskens, CEO, of Buffalo, N.Y.-based ShoptoCook, Inc.

## What are the biggest challenges that grocers face in the front end?

Frank Beurskens: First, grocers are challenged by how to leverage their perishable perimeter. Virtually every household purchases random-weight perishables each week, but they are often buying the same products during each trip. In fact, 50% of produce sales result from about 50 items.

Grocers can expand customer shopping baskets by showing them how to prepare unfamiliar items. Even if a produce item is on sale, shoppers will pass it by if they don't know what to do with it.

According to Produce for Better Health Foundation, only 13% of families eat the recommended minimum of five daily servings of fruits and vegetables. Increasing consumer confidence will increase produce consumption, thus increasing grocery sales.

Similarly, 90% of shoppers purchase random-weight meat, but the majority of sales occur from a relatively small number of cuts. In the seafood case, the most common question is, "How do you prepare this?" Shoppers are not willing to risk purchasing expensive cuts if they do not know how to prepare them.

Retailers are also challenged by how to help shoppers reduce the stress associated with meal planning. The majority of shoppers (52%) enter the store without a shopping list or a meal plan in mind. Time-pressed shoppers don't have time to hunt for new ideas before they go shopping. They are going into the store looking for a solution. Hurried shoppers often revert to selecting the same old item prepared the same old way, contributing to "Meal Fatigue."

## Why are interactive technologies, like kiosks, a key solution to solve these issues?

Training in-store support staff with the knowledge to respond to issues ranging from childhood obesity to heart healthy meals or cooking instructions and recipe ideas for thousands of perishable products are not only costly, but impractical. The perishable department is loaded with opportunity, but extensive support and skill is required to convert to value to a shopper.

Interactive technology enables presentation of a large amount



of information in a simple and intuitive interface. These options can also provide shoppers with printed in-store meal planning solutions based on their individual and family needs.

## How can your company help retailers?

We deliver increased loyalty and increased sales by giving food retailers a way to leverage their strengths to solve shoppers' meal planning problems. ShoptoCook provides retailers with a turnkey solution that successfully manages a chainwide network of touch screen, interactive, networked kiosks designed specifically for leveraging the perishable perimeter. Our solution includes recipes, software, monitoring, reporting and management expertise.

Our recipe ideas are associated with every SKU and PLU in the perishable department, so a shopper can select from a needs-based menu ('Under 30 Minutes,' Healthy Living, Main Dish Salads, etc.) or scan any item and view recipes for the exact product in hand. The shopper views a large assortment of recipe ideas each with high-resolution color photographs. Then she touches the screen to view the details and print the recipe including shopping list, suggested accompaniments and associated promotions.

## What results have supermarkets achieved using your kiosk solution?

In independent qualitative studies, researchers found 62% of shoppers who printed recipes also purchased ingredients during the same shopping trip. Further, 67% of these shoppers not only made the recipe, but also said they will make it again.

Repeat usage is key to building value for both retailers and manufacturers. Equally important, 97% felt the kiosk was very easy to use and 91% had a positive experience with the kiosk.

Retailers offering the service reported similar results. Three chains have reported that ShoptoCook's Recipe Idea Centers were mentioned as their most popular new shopper service. Retailer-conducted focus groups and exit interviews found that shoppers were pleased with both the service and ease of use. ❖