

INTERACTIONS

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# Retail News

*Insider*

**Technology Takes  
Savings On-the-Go**

*This Holiday Season!*

**Food-Gifting:**

**A yummy way to say  
Happy Holidays**

**A Closer Look**

*at 2012 Food Trends*



# Giving the Gift *of Food*

**B**ye-bye fruitcakes—there's a new food-gifting trend in town. These days, retailers and shoppers are focusing on more indulgent specialty foods like chocolate truffles, gourmet coffee and imported cheeses. In fact, Packaged Facts reports that food-gifting is expected to rise to an \$11.5 billion business this year. And with such delicious options for every age and palate, who could resist?

Chocolates are by far the most popular food item to give as gift, followed by specialty cheeses, coffee, candy and gourmet cookies. Healthy and natural options, such as dried fruit and locally-made jellies and preserves, are also growing in popularity.

"We see vendors participating in events that showcase multiple products, or split events, throughout the year," says Connie Hinckle, Vice President of Sales for Interactions. "They find such events to be both cost-effective and valuable in terms of introducing new ways to pair products together or showing consumers how to use products in new and exciting ways."

According to Packaged Facts, shoppers see specialty foods as a unique, personal and affordable luxury that makes an ideal gift for others (and in some cases, even themselves!). All around the country, supermarkets are capitalizing on the trend by putting out their own displays of specialty foods and gift baskets with everything from fruit and nuts to wine and cheese.

## Food Gift Basket Ideas for Your Store!

**Holiday Picnic:** Brie Cheese, Apricot Preserves, Water Crackers, Sparkling Cider or Wine

**Snack Attack:** Chocolate-Covered Pretzels, Honey-Roasted Peanuts, Caramel Popcorn

**Healthy Indulgence:** Apples, Oranges, Grapefruit, Dark Chocolate Bar

**Coffee Lover's Delight:** Gourmet Coffee, Flavored Coffee Syrups, Biscotti Cookies



## Things You Need to Know This Month

1. Chocolates, cookies and candies—oh yum! **Food-gifting** is one of the latest trends this holiday season.
2. Shoppers are going **high-tech with savings**, and prepared retailers can reap the benefits.
3. **Bring good cheer** to your customers all year with this month's Sales Tips.
4. A closer look at some of the **top food trends of 2012**. Healthy is the new buzzword!
5. Put a sophisticated spin on eggnog with this month's **holiday cocktail recipe**.



## HAPPY HOLIDAYS

It's hard to believe that the holidays are already upon us! 2012 has been an amazing year so far, filled with many great people and events. It has been our pleasure to work with you during this time. We value the relationships and work we've begun together. Thank you for choosing to be part of our team. We at the *Retail News Insider* wish all of you and your families a bright and happy holiday season and a safe and healthy new year! We look forward to a prosperous 2013.

# Technology Drives Up Customer Savings and Retailer Profits

With the holidays fast approaching, people are looking for ways to save money wherever they can—including on their computers, tablets and smartphones. And while it may seem like a contradiction in terms, it's not only customers who reap the benefits of digital coupons and other savings driven by technology, but also retailers.

According to [Coupons.com Incorporated](#), people who print coupons from the Internet (nearly 55 million Americans) make 22 percent more trips to the store and spend 49 percent more money than the average shopper each year. And the [Path to Purchase Institute](#) notes that digital

coupons tied to loyalty cards drive traffic into the store and make shoppers more likely to return.

As with digital coupons, there are benefits on both sides of the retail transaction with the use of mobile apps to research products and compare prices, even while in-store. According to [Deloitte](#), shoppers who plan to use their smartphones for holiday shopping (7 out of 10 smartphone owners) are expected to spend 72 percent more this season than shoppers who don't use smartphones. And shoppers who use a retailer's dedicated mobile app are 21 percent more likely buy than shoppers who don't.



## Bring In Sales by Bringing Good Cheer

With the holiday season in full swing, stores are getting busier and busier and everyone's feeling rushed for time. Sales Advisor Kumra Vukelj shares her secrets for getting and keeping customers' attention during this hectic time of year.

"Rushed shoppers are much more likely to stop by a warm, inviting, and well-stocked table or event," says Kumra. "If there is ample product displayed in an attractive manner, customers don't have to go hunting for the items."

A welcoming smile goes a long way, too. "A big smile shows you are approachable and that your event is where the party is!" says Kumra.

Another thing Kumra recommends not only for the holidays but throughout the year is being sincere when talking about the selling points of product. "You have to believe in your product," she says. "And the most awesome results are that your store's sales will go up and you will feel great at doing your job."

## 2012: The Year of Healthified Foods

Every time you turned around this year, it seemed there was a new "natural," "nutritious" or something "-free" product on the shelf. Here's a look at some of the top trends in 2012:

### 1. Healthy Convenience Foods

Grabbing a quick on-the-go snack no longer meant reaching for a candy bar or cookie with new options like chia seed snack packs, ready-to-eat hardboiled eggs and single-servings of dried fruit.

### 2. Added-Sugar Slashing

Shoppers who wanted their sweet treats, but not all the added sugar that comes with them got their fix with products like unsweetened cocoa powder for baking and snack bars sweetened only with dried fruit.

### 3. Sugar Swaps

In addition to cutting back on refined sugars, shoppers also started swapping out the refined white stuff for healthier alternatives with fewer calories or more antioxidants and vitamins, like monk fruit, honey and coconut sugar.

### 4. Gluten-Free and Natural

Shoppers got their wish for gluten-free and healthy with products like whole-grain sorghum baking mixes and muffins made mostly from fruits and vegetables.

### 5. Old Favorites Made Healthy

Shoppers cut the guilt of indulging in old favorites like meatballs and tortilla chips with healthier alternatives such as mushroom "meat"balls and corn-free black bean chips.



## Food for Thought We Want To Hear From You!

Do you have a favorite dish you love to make to shake off winter's chill? A unique way to use the wonderful citrus that's at its peak this time of year? Share your recipe with us at [newsletters@daymon.com](mailto:newsletters@daymon.com) and it could be featured in a future issue of the *Retail News Insider*.

Email your entry today to  
[newsletters@daymon.com!](mailto:newsletters@daymon.com)

## By the Numbers

The percentage of people who give away their fruitcakes instead of eating them

**38%**

The height of the world's largest Hanukkah menorah

**32 feet**

**1.76 Billion**

The number of candy canes made every year

**586.1 Billion**

The total amount consumers are expected to spend on gifts, food, greeting cards and décor this holiday season

## Recipe of the Month: Eggnog Martini

Recipe adapted from [BettyCrocker.com](http://BettyCrocker.com)



### INGREDIENTS:

|                             |                       |
|-----------------------------|-----------------------|
| 1/2 cup store-bought eggnog | 2 maraschino cherries |
| 1/4 cup vodka               | ground cinnamon       |
| 1/4 cup amaretto liqueur    | 2 cinnamon sticks     |

### DIRECTIONS:

Place 2 martini glasses in the freezer to chill.

In a shaker filled with ice, add the eggnog, vodka and amaretto liqueur. Shake for a minute.

Remove glasses from freezer and place one maraschino cherry in the bottom of each.

Pour mix from shaker evenly into glasses and sprinkle with cinnamon.

Garnish each glass with a cinnamon stick.

Serves 2. Enjoy responsibly!

Interactions U.S. Retail Division



{in good taste}

