

NOVEMBER 2020 SUPERMARKET/RETAIL NEWS

WHOLE FOODS MARKET SERVES UP THANKSGIVING DAY TURKEY INSURANCE

Offers customers a \$35 store gift card in case they “commit a turkey cooking fail”

WALMART MOST TRUSTED IN CURBSIDE PICKUP, NEW SURVEY SAYS

Voted on by more than 10,000 American shoppers, Walmart is far and away the most trusted in grocery store pickup this year



WAKEFERN FOOD CORP. REPORTS \$18.3B IN SALES AT ANNUAL MEETING

- The retail sales of \$18.3 billion for the 53-week fiscal year ending Oct. 3, is a 9.75 percent increase from the prior year
- Wakefern opened four new ShopRite stores, welcomed Manhattan-based Fairway Market and added a new member, the Maniaci family, during the same period
- Leadership reported how Wakefern and its family-owned supermarkets rose to every challenge and supported their communities during the unprecedented COVID-19 public health emergency

“Our customers turned to us for reassurance and for the things they wanted and needed for their families during this challenging time, and we were there for our customers, our neighbors, our friends and our families. There have been a lot of changes to how we operate and how people shop, but our goal is always to provide the best and safest possible shopping experience for our customers. And that’s exactly what we are doing.”

- Joe Sheridan, President and COO at Wakefern

GROCERY PICKUP IS HERE TO STAY. HERE'S HOW IT'S EVOLVING

- As grocers continue to expand their pickup offerings, emerging technologies promise to solve pain points like labor inefficiency and inventory management
- After seeing grocery pickup orders take off during the coronavirus pandemic, grocers are looking to the future of the service and where to invest in the spectrum of pickup options



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TURNING PRIVATE LABELS INTO POWERHOUSE BRANDS

- Two advantages, high availability and low price, have made private-label products considerably more appealing to consumers during the COVID-19 pandemic
- Furthermore, high-quality private labels can gain a devoted following and become a powerful driver of customer loyalty
- When we asked consumers why they switched to private labels, more than 45 percent said price was the primary reason. That said, the second-most-cited reason was lack of availability of their preferred national brands

AMAZON PLANNING TO OPEN GROCERY STORE IN NJ

- An Amazon Fresh grocery store will be replacing a shuttered Fairway Market in Woodland Park
- There are just two other Amazon Fresh grocery stores, both located in California. Amazon says the Woodland Park store will offer “a similar experience” as those
- Amazon purchased the Fairway Market store in Paramus as well after the supermarket chain filed for Chapter 11 bankruptcy, but has not yet disclosed plans for the Paramus store

2021 Food Trends - Whole Foods released anticipated food trends for 2021, citing shoppers' interest in cooking, health, and wellness as the factors caused by the pandemic. Superfoods with functional ingredients that boosts immune system and calm headspace are expected to be more common next year. Meanwhile, with more people working remotely, innovative breakfast products will also gain more attention from consumers. Other food trends include coffee-flavored snacks, upcycled foods, and fruit and veggie jerky among others when it comes to food and beverages this year compared to last year.

Industry Impact - Due to the pandemic, consumers are now more health-conscious about the food and beverages they take. Companies will need to adapt to these growing trends and come up with innovative, nutrient-rich food products for the consumers.

WALMART CEO: PANTRY LOADING IS BACK

- The United States has hit a new high in the number of daily COVID-19 infections, according to an analysis done by Time. It has surpassed the peak reached in mid-July
- More than half of Americans said that they're stockpiling groceries or plan to stockpile over worries about supply chain disruptions due to COVID-19 surges and political unrest

TO OWN OR NOT TO OWN DELIVERY? GROCERS REASSESS THE INSTACART DILEMMA

- Hundreds of food retailers now partner with e-commerce fulfillment companies like Instacart and Shipt to manage the logistics of their delivery and pickup services. But in offloading those operations to third parties, grocers have also outsourced much of the customer experience as well as control of valuable data about online shopping behavior
- The interest among some grocers/retailers in running in-house delivery services has boosted the market for technology that can help simplify the process of managing a squad of drivers

Note: Articles are linked to their source in each respective underlined title above