



MACROTREND FACT SHEET

Did You Know? A Snapshot of Consumer Food Trends

Dining in vs. dining out

- **Cost-conscious alternatives:** "Dining in" has become the new "dining out," as consumers look for ways to defray rising costs. This new mentality is driving interest in new at-home dining alternatives and experimentation, particularly with foods consumers once perceived as restaurant-available only, as they seek to replicate the dining out experience. *Eating In or Out: Recessionary Food Trends, Iconoculture Advisory Brief, June 08*
- **The "new" homemade:** According to the Grocery Manufacturers Association, more than 50 percent of all Americans consider a "homemade" dinner one that combines fresh and convenience foods. *Consumer Outlook: Grocery 2008, Iconoculture, January 08*
- **At-home meals increasing:** Nearly 55 percent of financially concerned adults are preparing more meals at home, and 46 percent are choosing more private-label foods, compared with a year ago. An added long-term factor fueling the increase in in-home meals is a leveling off of women entering the work force. *The NPD Group, "NPD Reports on the Economy's Effect on Consumers' Meal Strategies," April 8, 2008*
- **Grocery as takeout:** Ready-to-eat foods are becoming the new staple of Americans' diets. Grocery retailers are taking the labor out of cooking and offering more fresh prepared foods. *Consumer Outlook: Grocery 2008, Iconoculture, January 08*

Consumers demand new tastes

- **Unexpected flavors:** Consumers are increasingly seeking meals that deliver unique sensory experiences, such as bold or unexpected flavors or delicious aromas. *Information Resources Inc., Times & Trends, a Snapshot of Trends Shaping the CPG Industry, CPG 2007 Year in Review: Emerging Trends Shaping 2008 Opportunity*
- **Sophisticated combinations:** One of the trends in food is experimentation with ever more sophisticated flavor combinations, with an ethnic flavor often mixed with healthy spice options, such as



cinnamon, ginger and cumin, that are seen as providing stepped up antioxidants and/or other healthy attributes. *Center for Marketing Intelligence (CMI), CMI Brief, Ten Trends in Food, February 2008*

Private-label brands growing

- **Demand increases:** Over the past year, sales of private-label consumer packaged goods have risen nearly nine percent to approximately \$50 billion, driven by rising commodity and food costs, according to A.C. Nielsen. Today, private-label products represent a 17.3 percent share of supermarket sales. *The Nielsen Company, "Higher Unit Prices, Not Volume, Behind Rapid Growth of U.S. Private Label Sales, June 08, us.nielsen.com/news.*
- **Share of sales shifting:** In the next five years, store brands are expected to account for about 25 percent of all sales in supermarkets. *"The Economic Downturn, Shopping, Eating and Food Companies," CMI Brief, April 2008.*
- **The cool factor:** In many cases, it's actually considered cool to buy store brands as consumers accept — and even seek — house brands that let shoppers buy into the retailer's culture, emotional experience and values. Consumers are learning that private label no longer signals "second best." *Retailers Show their Privates, Iconoculture Insights, June 08*

About SUPERVALU INC.

SUPERVALU INC. is one of the largest companies in the United States grocery channel with estimated annual sales of \$44 billion. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,475 retail grocery locations, including nearly 920 in-store pharmacies. Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery endpoints across the country. SUPERVALU currently has approximately 192,000 employees. For more information about SUPERVALU visit www.supervalu.com.

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