

Meal Idea Center™



**Boost sales & profit 40-100%!*
 Improve customer service!
 Earn new advertising dollars!**

*On advertised items in 6-week cycles over 6-month test at leading chain

Shopper Benefits

Delicious, easy recipes with mouth-watering photos

All recipes viewed and printed right by Meat & Seafood

Printed shopping list - with ingredients by aisle heading

Coupons, notice of sale items

Suggested accompaniments

Wine recommendations

Product information

Nutrition data for each meal

Retailer Benefits

→ Help shoppers cook at home - **keep food dollars in supermarket**

→ Reach shoppers where they need help **trade up center-of-plate purchases**

→ Send shoppers throughout store - **drive incremental sales in grocery**

→ Strengthen merchandising programs

→ Cross-sell complementary items

→ Build high-margin categories

→ Support private label and new items

→ Serve health-conscious shoppers



See how easy it is to get the Meal Idea Center™ in your stores.

- Payback in 7 months. No charge for ongoing content updates and store demonstrations.
- Turn-key: We provide kiosks, original recipes, & studio-quality photography.
- **For demonstration and details, call David Theobald at 973-655-9014.**