

Hussmann eNews ... Bringing you news, information and insights regarding Hussmann, our products and services, and the food industry.

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In this issue: FMI Connect 2014: Focus on the retail shopper

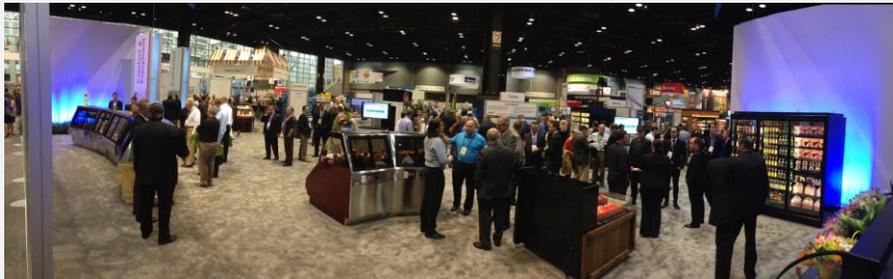
TRADE SHOW

ADVERTISEMENT

FMI Connect 2014: Focus on the retail shopper

FMI Connect, the Food Marketing Institute's redesigned trade show, held June 10-13, at McCormick Place in Chicago, Illinois, was a huge success. The show drew more than 800 exhibitors and 11,500 participants from 69 countries.

Hussmann's booth at the show was designed to exemplify our focus on addressing the needs of shoppers. It was built around seven shopper behaviors, identified in a recent AC Nielsen study as ones that will impact food retailers: Value, Comfort & Enjoyment, Health & Wellness, Ethnicity, Convenience, Green and Connected. [Read more.](#)



Extra High Glass Island with Lids (FWGH)

1. The Value Shopper

Focused on getting the best price for most things, research shows that value shoppers make smaller, more frequent trips to get what they need.

For the value shopper, location isn't the defining factor when choosing where to shop, with 76% of consumers said to shop at least five different retail channels for food. To the value shopper product differentiation is also key. [Click here](#) to learn more about the Value Shopper and Hussmann solutions that can help you address their needs.





2. The Comfort & Enjoyment Shopper

Shoppers who display the comfort and enjoyment behavior are seeking unique shopping experiences, such as in-store destinations that provide activities and social connection. Rather than making weekly stock-up shopping trips, they shop for special occasion meal solutions, look for smaller portions of fresh and healthy choices for snacking and are willing to pay for differentiated food products and experiences. [Click here](#) to learn more about the Comfort & Enjoyment Shopper and Hussmann solutions that can help you address their needs



Straight glass service department cases



LifeLine Premier

3. The Health & Wellness Shopper

Baby Boomers make a strong connection between food and health, and believe that being healthy means making nutritious choices, whether it's fresh, frozen or prepared. Health is also important to Millennials who want simple, flavorful, locally grown or organic foods with few ingredients. [Click here](#) to learn more about the Health & Wellness Shopper and Hussmann solutions that can help you address their needs.



4. The Ethnic Shopper

With growing Asian and Hispanic populations in both the US and Canada, sales in dedicated ethnic supermarkets are expected to grow 3.7% annually to \$31.2 billion in 2016. The growing ethnic population is more likely to cook at home, shop more frequently and take part in more family-oriented meals. Ethnic foods are also an attraction for Gen X / Millennial consumers, who enjoy experimenting with foods from other cultures. [Click here](#) to learn more about the Ethnic Shopper and Hussmann solutions that can help you address their needs.



Entyce self-service merchandiser for deli, dairy, cheese, beverages and produce

5. The Convenience Shopper

The convenience trend is an outcome of the shift from a cooking culture to an eating culture, driven by generational changes and expectations of an aging Baby Boomer population and



Entyce self-service hot food merchandiser

overbooked Gen X and Millennial populations. The convenience consumer is looking for simple, healthy, easy to prepare solutions to fit their active, busy lifestyle. They value leisure time and expect to spend 30 minutes or less preparing, cooking and eating the meal (including clean up). [Click here](#) to learn more about the Convenience Shopper and Hussmann solutions that can help you address their needs.



6. The Green Shopper

Demonstrating a commitment to the environment through sustainability and green

initiatives will resonate and build brand loyalty with consumers displaying "green" behaviors. This includes incorporating actions to reuse, repurpose and recycle. Millennials with this behavior buy food from the standpoint of ethics, sustainability, simplicity, activism and transparency, and are willing to pay the premium for what they want. [Click here](#) to learn more about the Green Shopper and Hussmann solutions that can help you address their needs.



EcoVision II Plus doors for multideck cases



7. The Connected Shopper

Connected shoppers, particularly of the Millennial and Gen X generations, use technology to make their shopping easier, price check, promotion search, check stock levels, make shopping lists, place orders, compare products and share information with their social network. They are looking for a personalized experience

based on their needs and wants. [Click here](#) to learn more about the Connected Shopper and Hussmann solutions that can help you address their needs.



It's all about taking care of the shopper

Studying consumer behaviors helps us gain insights into retail shoppers' likes and dislikes, so we can best serve their needs. We do this because the key to success for any business is understanding what matters most to the customers it serves.

Offering inspiring menus for special events and every day meals ... aligning with different lifestyles ... creating an easy, convenient shopping experience ... and making sure shoppers feel good about what they buy. For food retailers, it's about taking care of the shopper.

For Hussmann, it's also about taking care of our customers by creating greater value ... keeping abreast of industry issues and market trends ... and helping our customers create lasting relationships with their customers. It's all about what matters most to our customers and our customers' customers. Click on the Hussmann ad on the right to watch the Hussmann What Matters Most video.

HUSSMANN

Understanding What Matters Most

With smart merchandising and quality food, you help create life's special moments, turning an ordinary meal into an unforgettable experience.

At Hussmann, we understand what matters most, and our inspiring merchandising solutions help you build lasting relationships with your customers.

[Watch the video](#)

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