



GVH Distribution

# BACK TO THE DINNER TABLE

**“THE PREPARED ENTREE CATEGORY IS DEFINITELY GROWING. CONSUMERS ARE LOOKING FOR HEARTY MEALS WHICH THEY DON’T HAVE TO SPEND HOURS COOKING.”**

–Paytal Malhotra, Cafe Spice\*

Consumers want restaurant quality meals they eat and prepare at home with less time and planning in the kitchen. Offering up more choices is key but other trends in the meal kit category are contributing to the increase: clean eating, plant based, comfort food, using all natural ingredients, convenience, antibiotic and hormone free meat, gluten free and while never compromising flavor.

Plant-based foods were number 2 trend leading into 2020 as health awareness and interest has also increased in the mainstream.

**READY MEALS CATEGORY GROWTH:** ( Source: Statista)

- 2013: \$49.7 million
- 2016: \$56.9 million
- 2019: \$65.6 million
- 2022: (projected) \$71.4 million



Grab & Go or meal kit offerings are not limited to grocery stores; even restaurants are providing these type of solutions with vending machines or refrigeration coolers filled with grab & go foods convenient for the time-crunched consumer taking their lunch break. This trend is also showing up in gas stations, convenience stores, drug stores, airports and hotels.

Presentation is vital. Create the perfect label that will stand out and select the right packaging. Add pertinent information to your product labels; like clean labels with more nutritional education; highlight local ingredients, emphasize plant-based and drive customers to your website using QR codes for recipes or meal kit promotions. Then make the display appealing and place in a convenient location.

Lastly, cater to your audience with labels that include price point, meal kit ingredients and always include clear, easy cooking instructions, along with highlighting special details of flavors, promotional offers, nutritional facts, fresh and local or all natural.



# Blog

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