

YOUR PATH TO
CONSUMER
ENLIGHTENMENT®

ARE YOU READY
FOR TOMORROW'S
CUSTOMERS?

The
Opportunity
for Retail
Dietitians

Samplefest®



Retail Dietitians Business Alliance | www.retaildietitians.com

Why *Samplefest*[®] is so important...

- America's Health Report Card
- Consumer needs change and evolve
- Retail landscape is changing
- Consumers are “food bored”
- Marriage of consumers and technology is creating a new information paradigm...and for marketing opportunities

A Holistic Approach To Food Shopping

Physical

Mental



ENJOYMENT

Emotional

Spiritual

Food & Health Trends 2016

- Food obsession will continue and grow
- Fad diets will always be a factor
- Globesity shifts: *awareness to consequences*
- Processed foods perception = disease
- Pure, fresh, natural perception = health
- Knowing where our foods come from
- DIY Doctoring: functional, peptides, probiotics
- Handheld devices set real-time information
- VALUE for the money

When selecting and choosing foods...what is MOST important?

Taste	88%
Nutritional information	79%
Ingredients	75%
Health attributes	65%
Brand name	46%

What influences your food purchases?

Desire to vary menu	77%
Found new recipe	63%
Health concerns	58%
Diet concerns	54%
Brand advertising	29%
Friend Recommendation	29%

What motivates you to buy a new food product?

Like to try new foods	75%
Brand I trust has new product	69%
Searching for healthier item	67%
Free sample	58%
Search for more flavor	54%
Recommendation (F&F)	50%
Bored with my menu	48%

**How do we get to the
future faster?**

***Through RDBA's
Samplefest®
Program***

Samplefest®

Originally launched in 1982 as an in-store sampling event

- ShopRite, Grand Union, Dominick's & Jewel
- CPG knows product trial is key to building sales
- P&G alone distributes over 100,000,000 samples
- Over \$1.5 billion spent on sampling
home delivery, direct mail, in-store, on street
- MOST effective in increasing sales
- MOST expensive

Samplefest®

In 2016 the rules *and* opportunity change...

- A move to “request & relationship” sampling to RDBA’s Retail Dietitian membership
- Strict nutritional criteria for inclusion
- Sample items themed to in-store opportunities (Back to School, Thanksgiving, New Year’s, SuperBowl)
- Each box contains sales data and merchandising tools and tips from Progressive Grocer and SupermarketGuru

Samplefest®

The program

- Each month the Retail Dietitians receives their Samplefest box with 15-20 products
- In order to continue to be a member of Samplefest and receive next month's samples, the Retail Dietitian logs on to RetailDietitians.com and completes a brief evaluation of the products they received

Samplefest[®]

The CPG program

- Each approved brand is charged a \$5,000 fee to have their products included in a Retail Dietitian Samplefest offering
- The brand supplies the sample products
- Included in the fee is the basic evaluation, if a brand wishes a more complete survey, there is an additional charge based on their need

**The Retail Dietitian is
becoming
the **COMMANDER**
of the shopping experience...**

Samplefest®

**will be the most important
Health & Wellness**

**Retail
Innovation
of the next 12 months**