



# Deli Meat Trendspotting

## Innovative Product Ideas in Deli Meat

Deli meat sales were flat in 2014, with a volume increase of 1.1%, reports the Nielsen Perishables Group. To ignite sales, Mintel suggests highlighting additional uses for lunch meats beyond traditional sandwiches, such as for snacks, entertaining and as ingredients in various recipes.

“Standard products like beef, ham and turkey are meeting popular flavor trends like **bacon, Sriracha and fresh herbs**,” reports Jonathan Whalley, education coordinator for the Madison, Wis.-based International Dairy-Deli-Bakery Association (IDDBA).

New, exciting and growing flavors include “**barbecue, smoked, apple smoked, honey, chipotle, oven roasted and garlic**,” says Sarah Schmansky, Nielsen Perishables Group director of account services.

“Retailers need to make sure they have the turkey, ham and salami basics, as well as **seasonal and bold flavors** and new items to keep it exciting and relevant for shoppers and to keep them coming back,” Schmansky notes.

“2015 Deli Report: Protein Prospectors,” *Provisioneronline.com*, July 10, 2015.

## What's in Store 2015: Deli Trends Forecast

- **People are increasingly cooking at home and looking to improve kitchen skills.** The deli can bridge the gap by providing consumers with tools or kits to make cooking at home a bit easier.
- **Deli operators need to share the health attributes and origins** of the foods they offer.
- **High quality and unique flavors are in demand for Millennials** being exposed to an evolving food culture.
- **Innovative flavors reflecting regional, ethnic, and restaurant-inspired cuisine are in demand.**
- **Gen Y is seeking a variety of values in the deli products they buy**—convenience, variety for them and their children, the ability to experiment without needing culinary expertise, and high quality, fresh products.

*International, Dairy, Deli, Bakery Association, Iddba.org, December 17, 2014.*

**Red Arrow**<sup>®</sup>  
Natural flavor, pure and simple.™

**“Retailers want what’s new and healthy, less-processed and with simple ingredients.”**

- Louise Kramer, communications director, Specialty Food Association.

## More Consumers Demand Health Oriented Deli Meats

- Products labeled as “healthy” generated the largest dollar sales growth (59.2%) in 2014 among deli meats with a health declaration.
- Revenue growth also was strong for meats with no saturated or trans fats (28.1%), lean or light meats (14.9%) and reduced-fat products (6.4%).

- 2015 Deli Report:  
*Protein Prospectors*



# Newest Flavors in Deli Meat

**Foster Farms** announced a new line of All Natural Sliced Turkey lunchmeat available at retailers throughout California and the Pacific Northwest as of July 2015.

The two flavors include **Slow Oven Roasted Turkey Breast** and **Honey Roasted & Smoked Turkey Breast**.



**Butterball** upgraded 12 of its deli flavors and revealed a new signature **Naturally Roasted Thanksgiving Turkey Breast** flavor (spring of 2015) that allows consumers to enjoy the same first-class holiday taste in the deli all year long. All of Butterball's reformulated deli flavors are naturally roasted, American Heart Association Certified, American Humane Certified, produced with no nitrates or nitrites, made with natural sea salt and gluten free.



**Butterball** expanded its Natural Inspirations Packaged Lunchmeat line in August 2015. The four available flavors include: **Oven Roasted, Maple, Garlic Peppercorn and Herb Roasted**.



**Butterball** Foodservice introduced three new products in March 2015: Butterball Just Perfect® HandCrafted **All Natural Oven Roasted Turkey Breast**; Butterball Just Perfect® HandCrafted **All Natural Browned in Oil Turkey Breast**; and Butterball Just Perfect® HandCrafted **Petite Roast & Serve Turkey Breast**. Fully cooked and skin-on, the single lobe turkey breast is made for cooler-to-oven convenience to deliver freshly roasted turkey in under an hour.



**Patrick Cudahy** introduced Culinary Collections, its newest line of ham, in February 2015. Culinary Collections Hams are **Sweet Apple-Wood Smoked** to ensure that unique Patrick Cudahy taste. The hams are available in three delicious flavors: **Raspberry & Cracked Pepper, Rosemary & Garlic and Maple & Brown Sugar**.



**Hillshire Farms** debuted Natural varieties including **slow-roasted turkey breast, honey roasted ham, hardwood smoked turkey breast and black forest ham** in February 2015.



**Jennie-O** expanded its deli product portfolio in December 2014, with a host of new items that align with consumer desire for better-for-you options and creative, on-trend flavors, such as the **Reduced Sodium Grand Champion Oven Roasted Turkey**. Additional deli products which debuted in 2014 include the reformulated **Jennie-O Buffalo Style Chicken Breast, the new Applewood Smoked Chicken Breast, and the limited-time-offer Jennie-O Smokehouse Turkey Breast**.



**US Foods** now has the Metro Deli **All-Natural Smokehouse Uncured Ham**, a whole-muscle product that is open rack-smoked with hickory chips.



**Dietz & Watson** rolled out a **honey grilled chicken line**, in June 2014, using real honey and is actually grilled.



\* Please note that the information herein does not denote items containing or not containing Red Arrow products.

# A Quick View of Trending Product Offerings from Red Arrow Products



## **Nat Prime Rib Beef FL WONF 6151**

Captures the succulent characters of prime rib - meaty, juicy, rich, and medium-rare.

*(Natural Flavor, salt, beef fat)*



## **Nat Rotisserie Chicken FL RA09066**

A well-seasoned, juicy chicken note with fat-dripping flavor associated with the slow-roasting in a rotisserie oven.

*(Sunflower oil, natural flavor, chicken fat)*



## **Nat Chicken Skin FL WONF RA08090-OS**

A savory, fatty chicken skin flavor profile with a slight roasted background note.

*(Sunflower oil, chicken fat, natural flavor)*



## **Fried Poultry Type 6093**

A fried, fatty character emulating fried flavor outside and moist turkey or chicken inside. Vegetarian.

*(Sunflower oil, natural flavor)*



## **Nat Roast FL RA09030-OS**

A Savory, mouthwatering, light, roast profile with no specific meat profile. Vegetarian.

*(Sunflower oil, natural flavor)*



## **Nat Chipotle FL WONF RA07132-OS**

An earthy, smoky dried chili pepper flavor and aroma with subtle heat. Vegetarian.

*(Sunflower oil, natural flavor)*



## **Pork Flavor 3106**

A dark-roasted, meaty, caramelized pork flavor.

*(Pork Flavor, salt)*



## **Nat Roasted Garlic & Ginger FL WONF RA12050**

A complex blend of sweet cooked vegetables with roasted garlic and a tang from fresh ginger. Vegetarian.

*(Sunflower oil, natural flavor)*



## **CharSol Applewood 2502**

Provides a sweet, ashy smoke profile with high color.

Great for atomization of processed meats. Vegetarian.

*(Applewood smoke flavor)*



## **CharSol Cherrywood 2514**

Imparts a high color and a Cherrywood smoke flavor to processed meats by atomization. Vegetarian.

*(Cherrywood smoke flavor)*



## **Fire Roasted RA11015**

Slightly sweet initially. Brown roasted notes built throughout and finished with a fire-induced char. Vegetarian.

*(Sunflower oil, natural flavor)*



## **Nat Caramelized Onion FL WOF RA10029-OS**

An allergen-free, browned, sweet onion flavor with a toasted top note and a sweet, clean finish. Vegetarian.

*(Sunflower oil, natural flavor)*



## **Nat FL Roast Beef Type RA07032**

Beef flavor with savory, slow-roasted, browned beef notes. Vegetarian.

*(Natural flavor, salt, potato maltodextrin)*

**SEEKING MORE TRENDS OR PRODUCT INFORMATION?**

Contact Red Arrow at  
(920) 769-1100 Ext. 4