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# It's Time To Create a Keto Section In Your Store

Take advantage of this consumer trend that's shaking up the food industry.

## SO HOW CAN RETAILERS TAKE ADVANTAGE?

### Set up a Keto-friendly section for packaged goods

With Keto-specific products launching every day and more on the way, creating a four-eight foot set in your natural/specialty foods sections for Keto products creates a hub for Keto followers in your store. Make sure you have room to flex into more space as more products become available.

### Communicate Keto-friendly recipe ideas in the Meat & Produce sections

The great news about Keto is that consumers are eating more higher margin meat and produce options. Keep in mind that 78 per cent of Keto followers are also using "periodic fasting" in combination with Keto meaning the only eat in a short eight-hour window of the day. Recipes should be focused on Lunch and Dinner as Breakfast is often skipped.

### Call out Keto friendly items on-shelf in the main section

There are already lots of Keto friendly items sprinkled around your store. Signal these items to shoppers through simple shelf tags that catch the shoppers' eye with a simple "Keto" message. Think cheese, deli meats, nuts and the bulk foods sections as a good starting point.

### Communicate to Keto followers in flyer and on digital properties

Dedicate space in the flyer to Keto products and communicating that you understand the needs of this group. The Keto trend is fueled by the internet so ensure your website and e-newsletters carry Keto-focused content for your shoppers.

**I expect that the market for Keto friendly products will continue to expand over the next 12-18 months and retailers that act as leaders in this space will win shopper traffic and share of stomach in profitable segments of the store.**

In the Jan/Feb issue of Western Grocer, Dr. Lorne Swetlikoff provided a great overview of the Ketogenic Diet or "Keto" for short. You may have heard a lot about Keto in the news or from friends and family over the past few years and if you attended the CHFA show in Vancouver in February you probably tried a few Keto-friendly products as you made your way around the tradeshow floor.

In February 2019, Field Agent conducted a survey of 2123 Canadians which showed that 27 per cent of respondents are currently following the Keto lifestyle or have done so in the past six months. That's a big group of consumers who are shunning carbohydrates and sugar in particular and searching for high fat, high protein options in your store.

Recent visits to several food retailers across Western Canada turned up little evidence of a concerted effort to appeal to this group of shoppers in-store. No specific signage, educational materials or flyer support was observed.

Walking through the natural/organic sets where shoppers are likely to be looking for specialty/"free from" products it was hard to tell which, if any, of the products on-shelf met the needs of shoppers looking for Keto-friendly items.

Given the number of consumers following the Keto lifestyle and the wave of Keto focused products being brought to market, the Keto trend appears to be enduring and not a flash-in-the-pan diet fad.

The good news for grocery operators is that Keto drives in-home meal prep as the options in restaurants for Keto followers are extremely limited so far. This means that grocery operators have an opportunity to grow and own the "share of stomach" for Keto followers. ●



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