

Winning In Tough Times

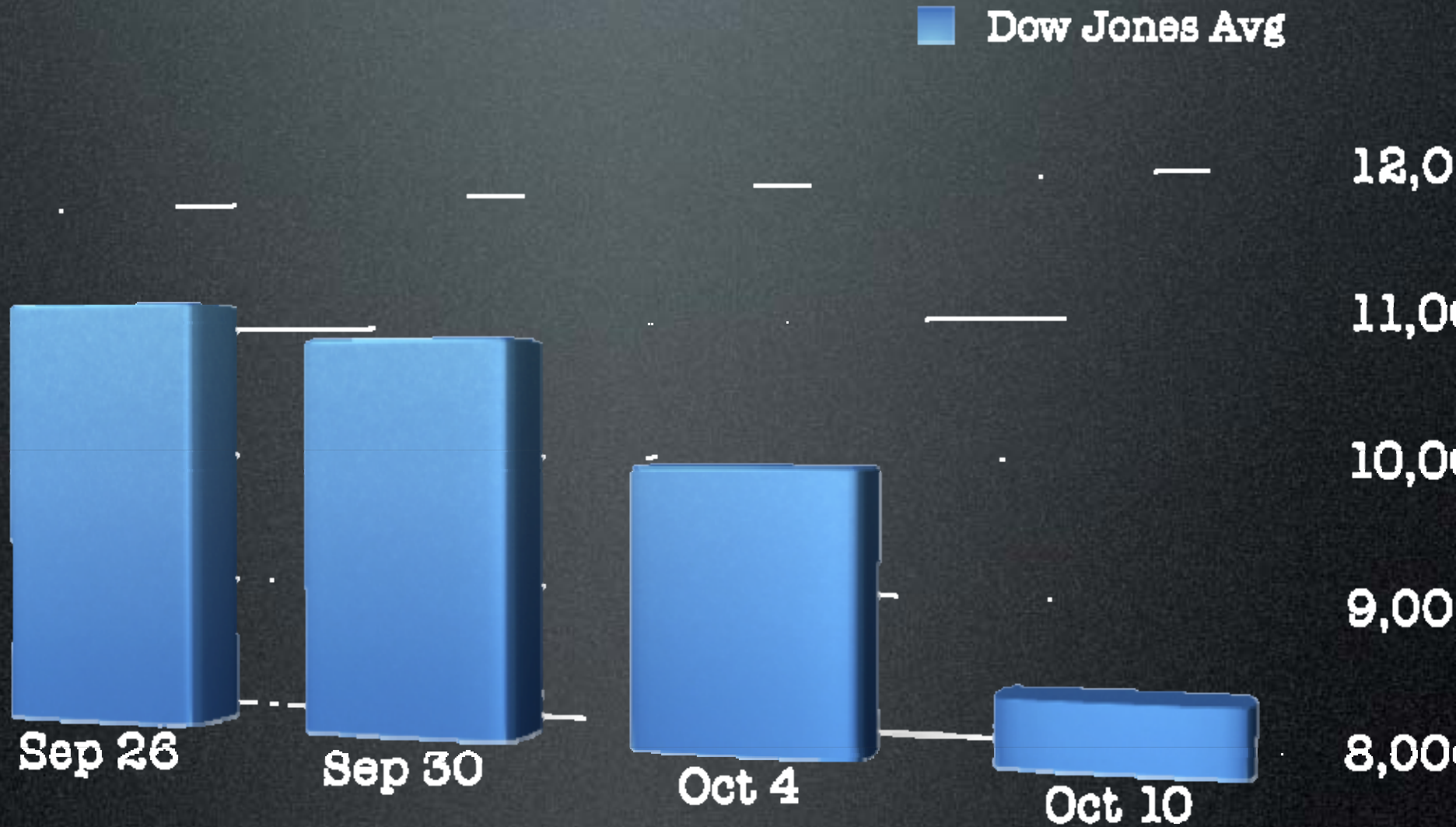
Michael Sansolo

www.cficweb.org

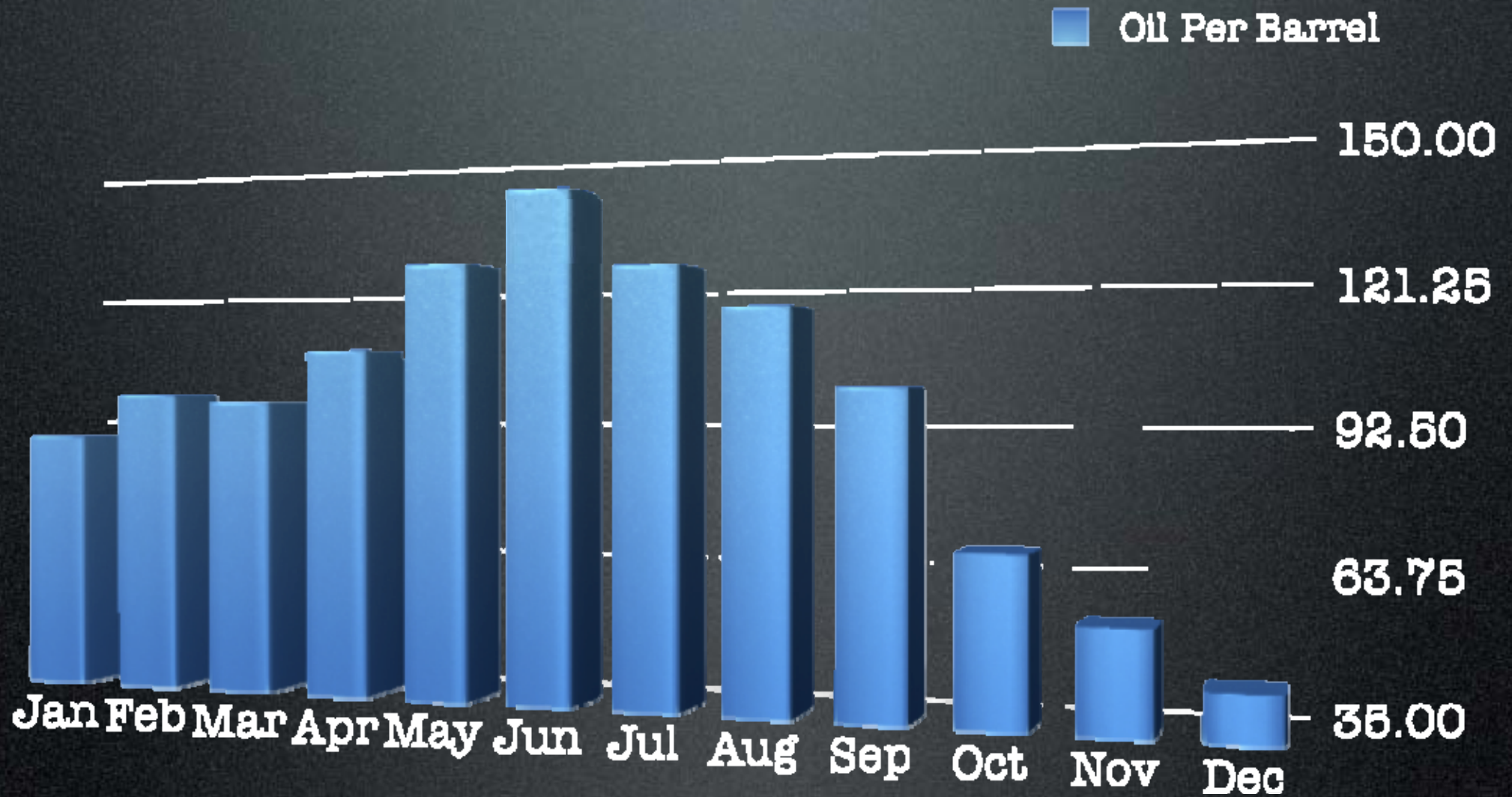
Want to Talk Fast?

Do You Remember The Kind of
September?

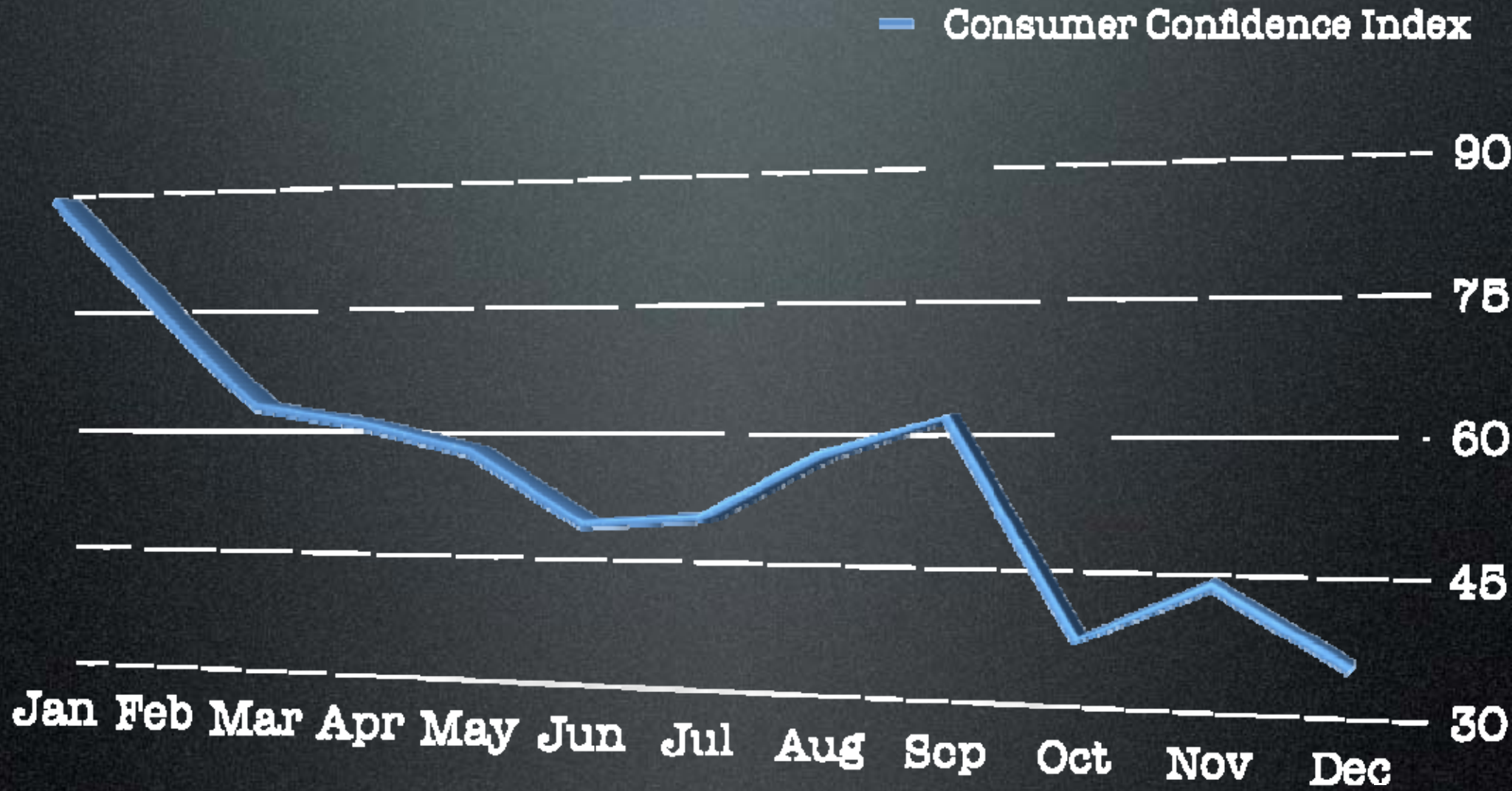
Two Weeks to Forget



A Year of Strange News



The Toll on Shoppers



What Shoppers Felt

- Gas price roller coaster
- Food price reaction
- Credit crunch
- The “D” word

What Shoppers Did

- Budget measures come back
 - Coupons, specials and price
- Eating home more
- Cut shopping trips

What Will Industry Do



Then



Now?

Downturn Diet

From Consumer Reports

- Plan ahead
- Buy in season/use frozen foods
- Store brands
- Bulk
- Beans, potatoes and peanut butter

The Changing World

- Understanding the world of today's shoppers
- The new diversity of Barack Obama
- The shopper juggling act

Health Issues Abound

- Average American now overweight
- Food safety confidence slammed
- Allergies

New Opportunities



**Forever
young.**

**The antioxidant power
of pomegranate juice:**

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And Second Chances



- Worthless nutrition?
- Or a great source of vitamin k!

Inconvenient Issues

- The bottom line challenge of the environment
- The bottom line challenge of the new generation

GET BUSY...