

Food Retailing Revolution: Seafood's Place in a Tech-Driven, Convenience-Focused, Experience-Seeking World

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Michael Sansolo

Michael is an authority of food retailing, with about 35 years of experience. A long-time senior VP of the Food Marketing Institute and editor of *Progressive Grocer* magazine, he is currently president of his own consultancy, Sansolo Solutions LLC. He also serves as research director for the Coca-Cola Retailing Research Council for both North America and Latin America, where he recently guided two influential reports.

SANSOLO
SOLUTIONS

SURVIVING THE NEW REALITIES OF OMNI-CHANNEL RETAIL

www.michaelsansolo.com

THE UNEXPECTED COMES QUICKLY



SOMETIMES YOU SURVIVE

Theater

VCR

Netflix

Success?



SOMETIMES YOU KEEP TRYING



Bank

ATM

Undecided

SOMETIMES YOU LOSE



Film

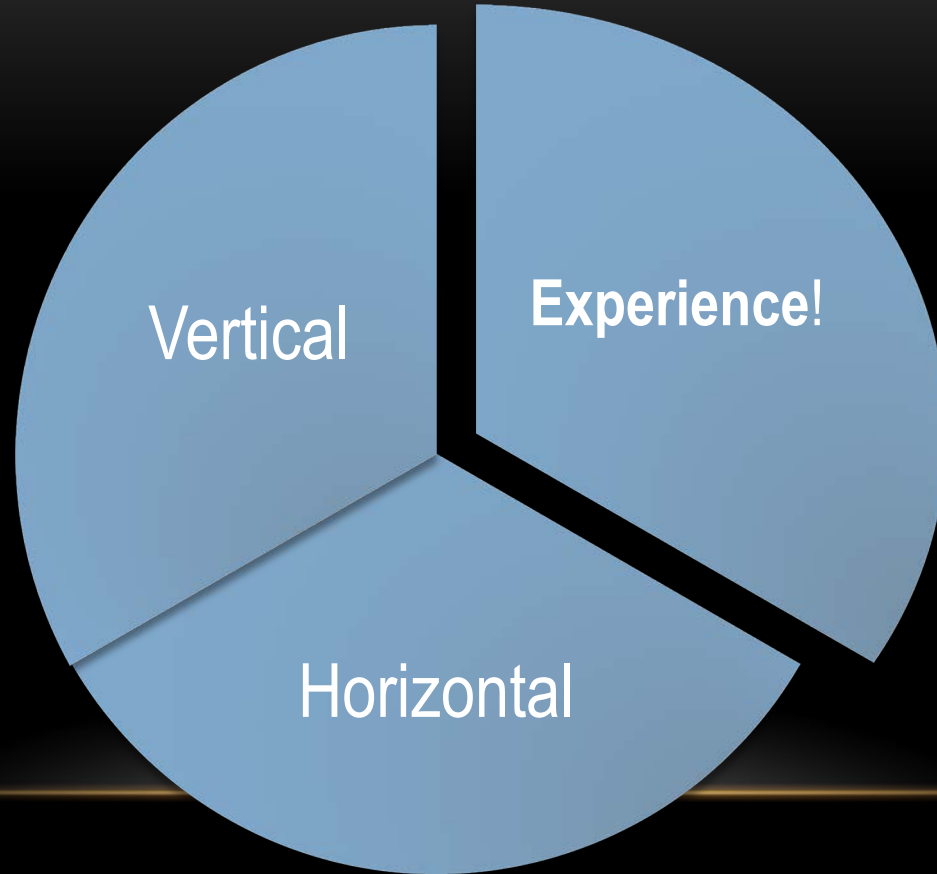
Digital

Failure

“GIVEN THE CONVENIENCE OF E-COMMERCE, THE CONSUMER NEEDS A REALLY GOOD REASON TO GO TO A STORE AND PARK THEIR CAR.”

Wall Street Analyst quoted in the New York Times

SERVING THE THIRD DIMENSION







MEXICO
SNAPPER 90640
90640
45.99

MEXICO
WHOLE TILE
FISH 90641
49.99

**FRESH WHOLE
LOUP DE MER**
10.99

MEXICO
WHOLE SNAPPER
90643
49.99

MEXICO
SNAPPER FILLET 90643
SALE! 18.99
VIB 44

FRESH





SHOPPING EXPERIENCE EVOLUTION

Something
they desire

- Yesterday: by need
- Tomorrow: by craving

Someone
they trust

- Yesterday: in store only
- Tomorrow: digital disruptors, social media and you?

OMNICHANNEL RETAIL ALLOWS A
CONSUMER TO SEAMLESSLY MOVE ACROSS
CHANNELS TO PURCHASE WHATEVER THEY
WANT, WHENEVER THEY WANT, HOWEVER
THEY WANT AND WHEREVER THEY WANT

MANY OMNICHANNEL QUESTIONS



The diagram consists of two horizontal rows. Each row has a blue chevron pointing right, followed by a light gray chevron pointing right. The top row contains the text 'Products' in the blue chevron and 'Offer full range' in the gray chevron. The bottom row contains the text 'Logistics' in the blue chevron and 'Consider options' in the gray chevron.

Products

Offer full range

Logistics

Consider options

OMNICHANNEL OPTIONS

- Same Day Delivery
 - Free Service Options
 - Pay to Play
- Click and Collect
 - In Store or Separate Location
- Dark Store or Drive—The French Connection

THE OMNI-CHANNEL PATH

- Engage with shoppers through digital channels
- Place product catalog on line with local pricing and non-product content (recipes, helpful hints, etc....)
- Digital marketing to drive customer into the store

SHOPPER MARKETING TACTICS

1

- Mass Marketing: Same e-mail to all customers

2

- Personalized Marketing: Basic customization: “Hello Michael...”

3

- Customized Marketing: Aimed at shopper based on preferences and interests

4

- Behavioral Marketing: Targeting my past behavior

SIMPLE/FIRST STEPS

- Start with ecommerce platform showing local assortment, prices and promotions
- Pick up service offered at some stores—basic drive thru
- Test and learn (and do it FAST!)

ENHANCED PROPOSITION

- Sophisticated ecommerce platform with full assortment of grocery products
- Extended assortment of products offered through shipping
- Pick up/drive thru becomes widespread
- Home delivery in densely populated areas
- More non-product content

ADDITIONAL ISSUES/CHALLENGES

- Fresh products: building the market
- Alternative products: what happens when you need to substitute
- Building loyalty and basket size is essential

IT WON'T BE EASY

- Profit squeeze coming
- Assessment and diagnostic
- Diversity of views
- Pick your spots
- Get going!



PREPARING FOR SUCCESS IN THE OMNI-CHANNEL RETAIL WORLD

www.ccrrc.org



Coca-Cola

RETAILING RESEARCH COUNCIL

Research by Retailers • Latin America



WWW.CCRRRC.ORG

Surviving the Brave New World of Food Retailing

A Roadmap to Relevance for
the Future for Food Retailers

THANK YOU

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