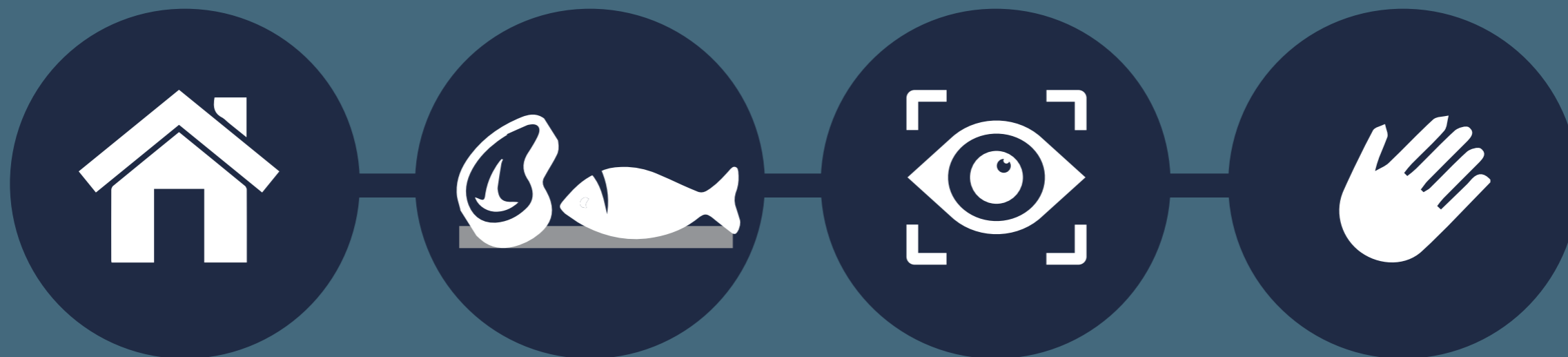


Playing the

MEAT MARKET

UNDERSTANDING THE MEAT CONSUMER'S 3-STEP JOURNEY TO PURCHASE





THE MEAT CONSUMER'S JOURNEY STARTS AT HOME.

A busy father prepares his shopping list. He knows he wants a good steak, but is **keeping his options open** as to what that piece of meat might actually look like.





ENTER THE MEAT COUNTER

Our buyer arrives and the neurons start firing.

Every possible cut of beef is on offer and he's suddenly **flooded with choice**.

How will he choose?





PASSING THE EYE TEST

So what looks good?

That's the question our busy father is asking himself as he runs through his checklist.

- DOES IT LOOK GOOD?
- DOES IT LOOK CLEAN?
- WILL IT BE TENDER /SUCCULENT?

- DOES IT LOOK APPETIZING?
- DOES IT LOOK SAFE?
- DOES IT LOOK HYGIENIC?



HOW DO WE KNOW?

“In store, quality, freshness and the look/smell of the product are the most important factors with around two in three (65%) [consumers] mentioning them unprompted.”



WHY IS THAT IMPORTANT?

65% of consumers found that their eye test determined their purchasing decision.

HOW SKINTITE™ SECOND SKIN FILMS HELP?

SkinTite™ second skin films fit tightly around the product to make it look as attractive and delicious as possible.

(Source: 2013: Consumer Attitudes to Food Waste and Food Packaging Report, WRAP, p 4)



PASSING THE TOUCH TEST

With the field narrowed, it's time to get hands-on.

Poking and prodding are on the agenda —maybe even shaking.

- ☑ IS IT LEAKY OR DRY?
- ☑ IS IT FLIMSY OR DURABLE?
- ☑ IS THE MEAT TENDER?
- ☑ IS IT EASY TO OPEN?
- ☑ IS IT AFFORDABLE?
(CHECKS THE DUE DATE AND GLIMPSES AT THE PRICE).



HOW DO WE KNOW?

Data shows us that consumers perceive food as undesirable when it differs visually from the “normal”. Think ugly leaked packs and blood stained meat counter. Yuck!



WHY IS THAT IMPORTANT?

Shelf life and the presentation of the meat itself both have a strong impact on the “buy/do not buy” choice in the store, but also on the “consume/do not consume” choice at home.

HOW SKINTITE™ SECOND SKIN FILMS HELP?

Using SkinTite™ second skin films means a longer shelf life that leads to improved product availability and better cooking experience as the meat gets time to mature in the pack.

(Source: 2015, Consumer-Related Food Waste: Causes and Potential for Action; Jessica Aschemann-Witzel, Ilona de Hooge, Pegah Amani, Tino Bech-Larsen, Marije Oostindjer; 26 May 2015; p 6462)



**WITH THE RIGHT
BOXES TICKED,
OUR BUSY FATHER
IS READY TO
CLOSE THE DEAL.**



PASSING THE LOYALTY TEST

He's had a good look, poked, prodded and even given it a rattle, but will the father be satisfied? At home, he is making the following assessments:

DOES IT TASTE GREAT?

WAS IT HYGIENIC?

WAS IT EASY TO HANDLE
AND DISPOSE?

HOW LONG DID IT LAST IN
HIS FRIDGE? (SHELF LIFE)



HOW DO WE KNOW?

FAO estimates that each year, approximately one-third of all food produced for human consumption in the world is lost or wasted. A significant proportion of this occurs at the consumption stage and is related to consumer behavior.



WHY IS THAT IMPORTANT?

Meat accounts for about 4% of total food wastage, but 20% of the total economic costs of this wastage.

HOW SKINTITE™ SECOND SKIN FILMS HELP?

SkinTite™ second skin films enable efficient distribution, product protection and enhancement of meat's flavour. They also help consumers buy and use food in portions that match their needs.

(Source: 2011: Global Food Losses and Food Waste, FAO)



CHECKED ALL THESE BOXES?
HE WILL BE COMING
BACK FOR MORE

SKINTITE™ SECOND SKIN FILMS HELP YOU CLOSE THE DEAL.

With SkinTite™, your product will pass the **eye, touch** and the **flavour tests** with flying colours. It ticks all the right boxes and **delivers business results you can count on.**

BRAND DIFFERENTIATION

DURABILITY

VERTICAL DISPLAY

FLAVOUR ENHANCEMENT

FRESH APPEARANCE





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Contact Us

Bemis is here to help.

Contact us today for help in making SkinTite™ work for your business.

WHAT CUSTOMERS ARE SAYING...

"SkinTite™ offers specification, brand differentiation and more time for maturation. The ability to carve out joints whilst the meat continues to mature in pack has meant specificity. The increasing of shelf life of meat products from 15 to 21 days, with a 28 days maturation has helped deliver extra flavor and tenderness."

- A major U.K. retailer