# Why More Americans Are Grabbing Dinner at the Grocery Deli

eslvideo.com Quiz by: hhawari

**1. What do younger shoppers say is important for dinner?**

○ a.) Cost and convenience

○ b.) Taste and variety

○ c.) Time and effort

**2. How many meals can you get for under seven bucks?**

○ a.) Five meals

○ b.) Ten meals

○ c.) Fifteen meals

**3. What is the cost of the family meal deal at Whole Foods?**

○ a.) $25

○ b.) $30

○ c.) $35

**4. What does Walmart offer for just 10 bucks?**

○ a.) A pizza

○ b.) A rotisserie chicken and two sides

○ c.) A salad

**5. How much more often did shoppers buy prepared foods compared to last year?**

○ a.) 5%

○ b.) 9%

○ c.) 15%

**6. What do grocery stores want to do to attract more customers?**

○ a.) Lower prices

○ b.) Upgrade their delis

○ c.) Close early

**7. What do younger generations want from grocery stores?**

○ a.) More snacks

○ b.) Help with meal preparation

○ c.) More drinks

**8. What is a better deal according to Lizzy, the chef?**

○ a.) Buying prepared meals

○ b.) Cooking at home

○ c.) Eating out

**9. How much does Lizzy say it costs per plate when cooking at home?**

○ a.) $5

○ b.) $7

○ c.) $3.50

**10. What's a pro tip for buying ready-beef at the store? You should buy...**

○ a.) Chicken wings

○ b.) Brisket or pot roast

○ c.) Fish

## Transcript

THIS IS ESPECIALLY TRUE WITH
YOUNGER SHOPPERS WHO SAY COST YOUNGER SHOPPERS WHO SAY C COST
AND CONVENIENCE ARE KEY. AND CONVENIENCE ARE KEY.
>> WHAT ARE YOU DOING? >> WHAT ARE YOU DOING?
>> I GOT THREE KITCHENS GOING. >> I GOT THREE KITCHENS GOING.
>> Reporter: IF COOKING ISN'T >> Reporter: IF COOKING ISN'T
YOUR THIHING, YOUR A NE LUCK. YOUR THING, YOUR A NE LUCK.
>> YOU CAN GET TEN MEALS FOR >> YOU CAN GET TEN MEALS FOR
UNDER SEVEN BUCKS A MEAL. UNDER SEVEN BUCKS A MEAL.
>> Reporter: WITH MORE DEMAND >> Reporter: WITH MORE DEMAND
FOR KICK AND EASY MEALS, GROCECY FOR KICK AND EASY MEALS, GROCERY
CHAINS ARE OFFERING READY TO EAT CHAINS ARE OFFERING READY TO EAT
DEALS. DEALS.S.
>> THIS IS A REALLY GOOD DEAL. >> THIS IS A REALLY GOOD DEAL.
TAKE A ADVANTAGE. TAKE ADVANTAGE.
>> R Reporter: FOR INSTANCE, THE >> Reporter: FOROR INSTANCE, TH
FAMILY MEAL DEAL AT WHOLE FOODS FAMILY MEAL DEAL AT WHOLE FOODS
COSTING AROUND 35 BUCKS. COSTING AROUND 35 BUCKS.
FOUR PIECECES OF SALMON AND TWO FOUR PIECES OF SALMON AND TWO
VEGGIE SIDES. VEGGIE SIDES.
LOOKS LIKE SWEET POTATOES ANAND LOOKS LIKE SWEET POTATOES AND
GREEN BEANS FOR 31.49. GREEN BEANS FOR 31.49.
SPROUTS FARMERS MARKET SPROUTS FARMERS MARKET
ADVERTISING A LARGE MEAL WITH ADVERTISING A LARGE MEAL WITH
TWO PROTEINS ANDND SIDES FOR $3. TWO PROTEINS AND SIDES FOR $30.
AT WALMART, IT'S JUST 10 BUCKS AT WALMART, IT'S JUST 10 BUCKS
FOR A ROTISSERIE CHICKEN AND TWO FOR A ROTISSERIE CHICKEN AND TWO
SIDES. SIDES.S.
THE SAME COST AS BUYING THE THE SAME COST AS BUYING THE
INGREDIENTS. INGREDIENTS.S.
>> THAT IS A GOOD DEAL. >> THAT IS A GOOD DEAL.
>> Reporter: SHOPPERS BOUGHT >> Reporter: SHOPPERS BOUGHT
PREPARED FOODSDS 9% MORE OFTEN PREPARED FOODS 9% MORE OFTEN
THAN THEY DID A YEAR AGO. THAN THEY DID A YEAR AGO.

LESLIE, PRESIDENT T OF THE FOOD LESLIE, PRESIDENT OF THE FOOD
INDUSTRY ASSOCIAIATION, SAYS INDUSTRY ASSOCIATION, SAYS
GROCERY STORES ARE UPGRADING GROCERY STORES ARE UPGRADING
THEIR DELIS TO LURE IN MORE THEIR DELIS TO LURE IN MORE
CUSTOMERS. CUSTOMERS.S.
>> THEY'RE EXPANDING >> THEY'RE EXPANDING
SIGNIFICANTLY THE AMOUNT OF SIGNIFICANTLY THE AMOUNT OF
PREPARARED FOODS THEY HAVE, AND PREPARED FOODS THEY HAVE, AND
THEY'RE ALSO GIVING LOTS OF THEY'RE ALSO GIVING LOTS OF
CHOICES. CHOICES.
>> IS THIS SOMETETHING THAT IS >> IS THIS SOMETHING THAT IS
HERE TO STAYAY? HERE TO STAY?
>> I THINKNK IT IS HERE TO STAY. >> I THINK IT IS HERE TO STAY.
WHAT WE SEE ALSO IS THAT T THE WHAT WE SEE ALSO IS THAT THE
YOUNGER GENERATIONS ARE VERY YOUNGER GENERATIONS ARE VERY
INTERESTED IN HAVING THE GROCERS INTERESTED IN HAVING THE GROCERS
HELP THEM IN MEAL PREPARATION. HELP THEM IN MEAL PREPARATION.
>> Reporter: DATA SHOWS GEN-Z >> Reporter: DATA SHOWS GEN-N-Z
AND MILLENNIALS COOK LESS OFTEN AND MILLENNIALS COOK LESS OFTEN
AT H HOME THAN OLDER GENERATION. AT HOME THAN OLDER GENERATIONS.
IS AFFORDABILITY OR CONVENIENCE IS AFFORDABILITY OR CONVENIENCE
MORE IMPORTANT TO YOU WHEN IT MORE IMPORTANT TO YOU WHEN IT
COMEMES TO YOUR MEALS? COMES TO YOUR MEALALS?
>> PROBABLY CONVENIENCE, >> PROBABLY CONVENIENCE,
HONESTLY. HONESTLY. .
>> Reporter: TO FIND THE MOST >> Reporteter: TO FIND THE MOST
VALUE, EXPERTS RECOMMEND VALUE, EXPERTS RECOMMEND
MAXIMIZING THE MEAL DEALS BY MAXIMIZING THE MEAL DEALS BY
PICKING FOODS WITH PREMIUM PICKING FOODS WITH PREMIUM
INGREDIENTS LIKE BEEF AND HEARTY INGREDIENTS LIKE BEEF AND HEARTY
SALADS. SALADSDS.
IF YOU'RE BUYING BUY WEIGHT SKIP IF YOU'RE BUYING BUY WEIGHT SKIP
ITEMS HEAVY ON SAUCES OR ITEMS HEAVY ON SAUCES OR
LIQUIDS. LIQUIDS.S.
>> I MEAN, THESE ARE GREAT. >> I MEAN, THESE ARE GREAT.
I MYSELF MIGHT EVEN GO TO THE I MYSELF MIGHT EVEN GO TO THE

STORE AND PICK UP A A TRAY LIKE STORE AND PICK UP A TRAY LIKE
THIS IF I'M IN A BIND. THIS IF I'M IN A BIND.
>> Reporter: EVEN PROFESSIONALS >> Reporter: EVEN PROFESSIONALS
LIKE PRIVATE CHEF LIZZY COOPER LIKE PRIVATE CHEF LIZZY COOPER
SAY THE CONVENIENCE IS HARD TO SAY THE CONVENIENCE IS HARD TO
RESIST. RESIST..
WHEN IT COMES TO SAVING MONEY, WHEN IT COMES TO SAVING MONEY,
COOKING IT YOURSELF IS ALWAYS COOKING IT YOURSELF IS ALWAYS
THE BETTER DEAL. THE BETTER DEAL.
>> WITH BASICALLY ALL OF THE >> WITH BASICALLY ALL OF THE
SAME INGREDIENTS, WE'RE GOING TO SAME INGREDIENTS, WE'RE GOING TO
MAKE THREE DIFFERENT DISHES, MAKE THREE DIFFERENT DISHES,
CHICKEN TERIYAKI PLATE, CHICKEN TERIYAKI PLATE,
MEDITERRANEAN BOWL AND CHICKEN MEDITERRANEAN BOWL AND CHICKEN
TACOS. TACOS.S.
IT'S SUPER EASY AND A LOT IT'S SUPER EASY AND A LOT
CHEAPER THAN BUYING MEAL PREP AT CHEAPER THAN BUYING MEAL PREP AT
A STORE. A STORE.
>> Reporter: LIZIZZY SAYS SHE >> Reporter: LIZZY SAYS SHE
ROASTED 4 POUNDS OF CHICKEN ROASTED 4 POUNDS OF CHICKEN
THIGHS, SIX SWEET POTATOES, TRAY THIGHS, SIX SWEET POTATOES, TRAY
OF BROCCOLI AND ONE POT OF RICE OF BROCCOLI AND ONE POT OF RICE
SEASONED WITH OLIVE OIL AND SALT SEASONED WITH OLIVE OIL AND SALT
AND PEPPER, ADD IN STORE B BOUGT AND PEPPER, ADD IN STORE BOUGHT
SIDES AND THREE FLAVORFUL MEALS. SIDES AND THREE FLAVORFUL MEALS.
>> YOU'VE TAKEN ME TO LATIN >> YOU'VE TAKEN ME TO LATIN
AMERICA, THE MEDITERRANEAN AND AMERICA, THE MEDITERRANEAN AND
NOW GOING ASIAN. NOW GOING ASIAN.
>> YOU CAN HAVE A A VARIETY EVEY >> YOU CAN HAVE A VARIETY EVERY
NIGHT OF THE WEEK. NIGHT OF THE WEEK.
>> Reporter: SHE SAYAYS EACH DIH >> Reporter: SHE SAYAYS EACH DI
TAKES A FEW MINUTES TO RELEASE TAKES A FEW MINUTES TO RELEASE
AND D PLATE, AND THE COST, ABOUT AND PLATE, AND THE COST, ABOUT
3.50 A PLATE COMPARED TO $7 FOR 3.50 A PLATE COMPARED TO $7 FOR
THIS MEAL. THIS MEAL.
SHOWING WHEN IT COCOMES TO VALU, SHOWING WHEN IT COMES TO VALUE,

NOTHING BEATS A HOME COOKED NOTHING BEATS A HOME COOKED
MEAL. MEAL.
AND WE DID PUT LINKS TO THOSE AND WE DID PUT LINKS TO THOSE
RECIPES. RECIPES.S.
THEY ARE SIMPLE, EASY TO MAKE, THEY ARE SIMPLE, EASY TO MAKE,
DON'T TAKE A A LOT OF TIME. DON'T TAKE A LOT OF TIME.
THEY'RE ON TODAY.COM FOR YOU. THEY'RE ON TODAY.COM FOR YOU.
ALBERTSON'S AND KROGER SAY THEY ALBERTSON'S AND KROGER SAY THEY
ARE EXPANDING THEIR REREADY-TO-T ARE EXPANDING THEIR READY-TO-EAT
MEALS AND MY FINAL PRO TIP FOR MEALS AND MY FINAL PRO TIP FOR
Y'ALL, IF YOU ARE GOING TO BUY Y'ALL, IF YOU ARE GOING TO BUY
RED-TO-EAT GET A BRISKET OR A RED-TO-EAT GET A BRISKET OR A
POT ROAST. POT ROAST.
YOU GET MORERE BANG FOR YOUR BUK YOU GET MORE BANG FOR YOUR BUCK
AND THOSE TAKEKE LONGER TO COOKT AND THOSE TAKE LONGER TO COOK AT
HOME SO THAT CUTS DOWN THE HOME SO THAT CUTS DOWN THE
HASSLELE TIME. HASSLE T TIME.
>> ALL RIGHT. >> ALL RIGHTHT.
>> MAKE THE EASY FOODS AT HOME. >> MAKE THE EASY FOODS AT HOME.
>> ARE YOU A PREPARED FOOD GAL? >> ARE YOU A PREPARED FOOD GAL?
>> I LIKE TO COOK. >> I LIKE TO COOK.
I LOVE COOKING. I LOVE COOKING.
IT'S FUN. IT'S FUN.
IT'S PRORODUCTIVE. IT'S PRODUCTIVE.
PEOPLE ARE L LIKE WHAT'S YOUR PEOPLE ARE LIKE WHAT'S YOUR
HOBBY? HOBBY?
COOKING. COOKING.
THERE'S A THING AT THE END THERE'S A THING AT THE END
EVERYBODY CAN EAT. EVERYBODY CAN EAT.
>> SOME PEOPLE FIND COOKING >> SOME PEOPLE FIND COOKING
RELAXING. RELAXING.
I FIND IT ANXIETY INDUCICING. I FIND IT ANXIETY INDUCING.
>> COOKING, I LOVE IT. >> COOKING, I LOVE IT.
>> ARE YOU IN PINK FOR KATSEYE? >> ARE YOU IN PINK FOR KATSEYE?
>> PINKIES UP.