

Case Study - Beam Fresh Market Cart



Overview

The overall complexity of the Hispanic market is over 47 million potential consumers, that 70% (over 33 million shoppers) have a direct cultural link to a Mexican origin. Additionally, over 5 million people count Puerto Rico as their distinct lineage of heritage, and the balance (an additional 9 million) link their cultural lineage to the lands of Cuba, Columbia, and the Dominican. With this in mind, there is a unique opportunity for core chain markets that include significant Hispanic populations in the states of California, Illinois, Arizona and New Mexico.

Objective

Offer a “Fresh Market” approach for Hispanic shoppers to experience while visiting the local supermarket. This permanent display needs to be flexible in that it “moves” to different locations within store – or stored in back of store for convenience, and brought out for Holiday’s, special events.

Strategy

The traditional “Mercado” (supermarket) in the U.S. is not the experience relished by this consumer of Hispanic heritage. Research shows that 64% of Hispanic consumers shop at a traditional U.S. supermarket, but long to experience the old style Mexican markets. Additionally these consumers shop 26 times a month for food and beverage, buying “fresh” and “what they need for today’s meal” as their primary focus.

Nuestro Mercado (wooden cart) is designed as a year round program that visually and emotionally celebrates Mexican/Hispanic holidays and fresh markets. The overall look of the Mercado Cart will quickly capture and allow Hispanic shoppers to journey back to that traditional Mercado experience. The Nuestro Mercado display will be brought to life within the supermarket environment with ‘live’ tastings of ethnic foods, meal planning solutions, traditional and “new experience” cocktail recipes.

Results

Nuestro Mercado was a huge success. Sales for same day / same location from a year previous were a staggering 300% to 700% increase (depending on location).