

Collectively, these categories totaled almost \$XX xxxx in retail sales in the 52 weeks ending July 11, 2010, according to SymphonyIRI, a decline of roughly \$XX xxxx compared to the year-ago period, which when weighted against the market's \$XX xxxx heft results in a XX% percentage change. [Table 2-2]

Table 2-2

**SymphonyIRI-Tracked Dollar Sales of Frozen Convenience Foods by Category:
52 Weeks Ending July 11, 2010 vs. Year-Ago
(in millions of dollars)**

Category	2010 Sales	\$ Sales % Chg. Year Ago	\$ Sales Chg. Year Ago

Note: Figures are based on SymphonyIRI sales tracking through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers (including Target and Kmart, but excluding Walmart) with annual sales of \$2 million or more.

Source: Compiled by Packaged Facts based on data from SymphonyIRI Group. The information supplied by SymphonyIRI is based on data believed to be reliable, but is neither all-inclusive nor guaranteed by SymphonyIRI. Without limiting the generality of the foregoing, specific data points may vary considerably from other information sources. Any opinions expressed herein reflect the judgment of Packaged Facts at this date and are subject to change. Reproduction, resale or other distribution of this document is expressly prohibited without the written permission of Packaged Facts or SymphonyIRI. This material is reprinted with permission.

- Chicken Broccoli Cheddar Stromboli: White meat chicken, broccoli and sautéed onions with a creamy cheddar cheese sauce in an Italian-style crust.
- Pepperoni & Provolone Stromboli: Thick-cut pepperoni with aged provolone cheese and chunky tomato sauce in an Italian-style crust.
- Chicken Quesadilla Flatbread Melts: White meat chicken, roasted red peppers & poblano peppers and sautéed onions with mozzarella cheese and a cheddar cheese sauce in a seasoned flatbread.
- Steak Mushroom Cheddar Flatbread Melts: Seasoned beef steak and a blend of mushrooms with mozzarella cheese and a cheddar cheese sauce in a seasoned flatbread.
- Chicken Alfredo Flatbread Melts: Grilled white meat chicken, broccoli florets and cracked black pepper with parmesan cheese and a creamy Alfredo sauce in a seasoned flatbread.

The Power of Packaging

But the success, or failure, of this generation of the Corner Bistro line—as well as the fortunes of many of its competitors—may have less to do with individual menu choices and more to do with whether advances in cooking technology have come far enough to deliver taste that is accepted as restaurant quality. In this case, Stouffer’s specifically is touting “a specially designed grilling tray” that will make the new products “warm and crispy on the outside and soft and cheesy on the inside.”

Improved cooking sleeves are just one area of evolving technology developments that continues to affect the market. More important for current market growth is the development of new steaming processes, though perhaps the most important innovation is more of an approach than a process. The new approach is that frozen convenience food marketers are creating meals that are cooked the way people make meals from scratch—with different cooking times for different ingredients of the meal (meat, sauce, vegetable, etc.). To put it another way, they are enabling consumers to quickly *cook* a meal, instead of just reheating one.